

# Mobile & Embedded Memory Intelligence Service

## Part of the Memory & Storage Service Area Package

Comprehensive coverage of the NOR and embedded NAND flash markets

“ Mobile and embedded memory will be driven by smartphones as they transition to a 5G-enabled world, but other growing applications, including IoT devices, will increase demand for DRAM, NAND, and NOR. ”

**Makoto Ferguson**  
Senior Research Analyst

# Mobile & Embedded Memory Intelligence service

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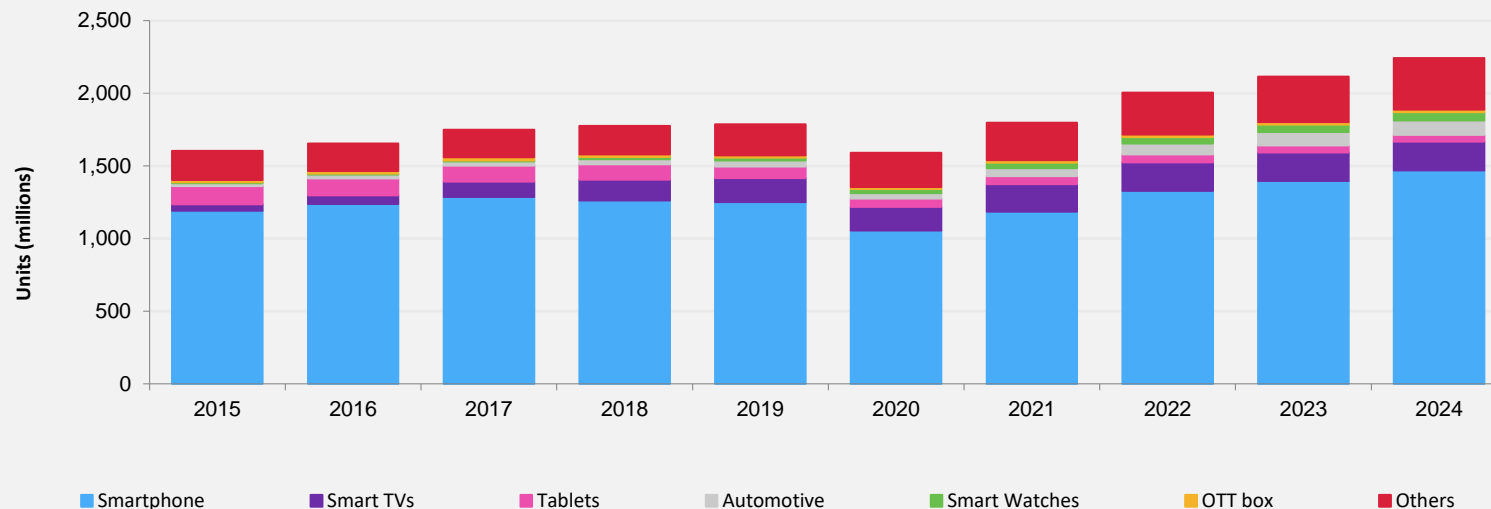
## HOW OMDIA HELPS YOU

- Detailed analysis of handset and tablet memory specifications
- NAND and NOR market sizing
- Competitive rankings of NOR suppliers
- Close integration with DRAM and NAND Intelligence Services resulting in an all-inclusive understanding of the memory market

## KEY QUESTIONS ADDRESSED

- What applications make up the mobile and embedded memory market, and what is the sizing of this market?
- What memory configurations are driving the mobile handset market, and how will this market evolve in the next four years?
- Who are the NOR manufacturers, and what are the key growth prospects?
- What is the NOR market forecast in terms of bit growth, ASP, and revenue, both near-term and a look four years ahead?

eMMC/UFS unit forecast by application



Notes: eMMC/UFS includes eMCP and uMCP

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# Memory & Storage: Our Expert Analysts



**Michael Yang**  
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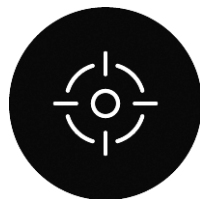


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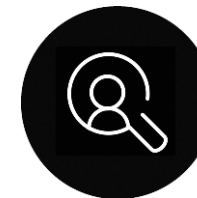
# Mobile & Embedded Memory: Deliverables



## MARKET TRACKER

—Quarterly—

- Mobile & Embedded Memory Market Tracker



## MARKET INSIGHTS

—Monthly—

Studies key market trends, analysis on product, technology and applications, and monthly pricing updates.



## PRESENTATIONS

—Ongoing—

Scheduled market briefings by request with our lead analysts



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# Mobile & Embedded Memory: Market Tracker

## Mobile & Embedded Memory Market Tracker

Provides detailed analysis and forecasts on mobile and embedded memory market trends by application markets, technology, density as well as insights into significant trends and changes in the marketplace; updated quarterly

### DETAILS

**Frequency:** Quarterly

#### Measures

- Revenue
- Unit shipment
- Bit shipment
- ASP
- Market shares
- Supply and demand

#### APPLICATION MARKETS

##### Mobile

- Smartphones
- Tablets

##### Embedded

- Automotive, Smart TVs, TWS, Set Top Box/OTT
- Other embedded/IoT

### COVERAGE

#### TECHNOLOGIES

##### NAND and DRAM

- eMMC
- eMCP
- uMCP
- MCP
- UFS
- LPDDRx

##### NOR

- Parallel NOR
- SPI NOR

#### Regions

- Worldwide

## NAND/Mobile Memory Dynamics Market Brief

Studies key market trends, analysis on product, technology and applications, and monthly pricing updates.

### DETAILS

**Frequency:** Monthly

Updated monthly NAND components, eMMC/UFS and eMCP/uMCP pricing, analysis of current market conditions, key demand and supply dynamics and implications from various end applications.

### COVERAGE

# Related Content: Memory & Storage Service Area Coverage



## Service Area Package: **Memory & Storage**

DRAM Memory  
Intelligence Service

NAND Memory  
Intelligence Service

Mobile & Embedded Memory  
Intelligence Service

SSD & HDD Storage Memory  
Intelligence Service

## About Omdia's Memory & Storage Research

Omdia's memory and storage team brings years of industry experience, from memory manufacturing, to SSD engineering, and corporate memory business/market intelligence. The team has in-depth knowledge of how the memory markets evolve, the psychologies of what drives the industry, as well as future trends that may impact the markets.

Additionally, the memory and storage team has access to the vast internal resources Omdia has to offer, such as application research and demand, as well as a full suite of semiconductor manufacturing reports and analysis to get a full view on the markets.

# Related Content: Semiconductor Service Area Coverage

SERVICE AREA PACKAGE			
Memory & Storage	Semiconductor Components	Semiconductor Manufacturing	Semiconductor Market
<ul style="list-style-type: none"> <li>• DRAM Memory Intelligence Service</li> <li>• Mobile &amp; Embedded Memory Intelligence Service</li> <li>• NAND Memory Intelligence Service</li> <li>• SSD &amp; HDD Storage Memory Intelligence Service</li> </ul>	<ul style="list-style-type: none"> <li>• Key Mobile Component Price Intelligence Service</li> <li>• LED Intelligence Service</li> <li>• Magnetic Sensors Report - 2019</li> <li>• MEMS &amp; Sensors for Consumer &amp; Mobile Intelligence Service</li> <li>• MEMS &amp; Sensors Intelligence Service</li> <li>• Microcontroller Market Tracker</li> <li>• Optoelectronic Components Report - 2020</li> <li>• Power Semiconductor Intelligence Service</li> <li>• Processors for Graphics &amp; Artificial Intelligence Market Tracker</li> <li>• Processors for Network Infrastructure Market Tracker</li> <li>• Processors Spotlight Service</li> <li>• System-on-Chip (SoC) Market Tracker</li> </ul>	<ul style="list-style-type: none"> <li>• Global Semiconductor Manufacturing Market Tracker</li> <li>• Pure Play Foundry Market Tracker</li> <li>• Semiconductor Silicon Demand Forecast Tool</li> </ul>	<ul style="list-style-type: none"> <li>• China Semiconductor Intelligence Service</li> <li>• Design Activity Tool</li> <li>• Industrial Semiconductor Intelligence Service</li> <li>• OEM Semiconductor Spend Tracker</li> <li>• OEM Semiconductor Spending &amp; Design Activity Intelligence Service</li> <li>• Semiconductor Application Forecast AMFT Spotlight Service</li> <li>• Semiconductor Competitive Landscape CLT Spotlight Service</li> <li>• Semiconductor Forecast Scenario Tool</li> </ul>

# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

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**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager





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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.