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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
Principle Research Analyst

Mobile & Embedded Memory Intelligence service

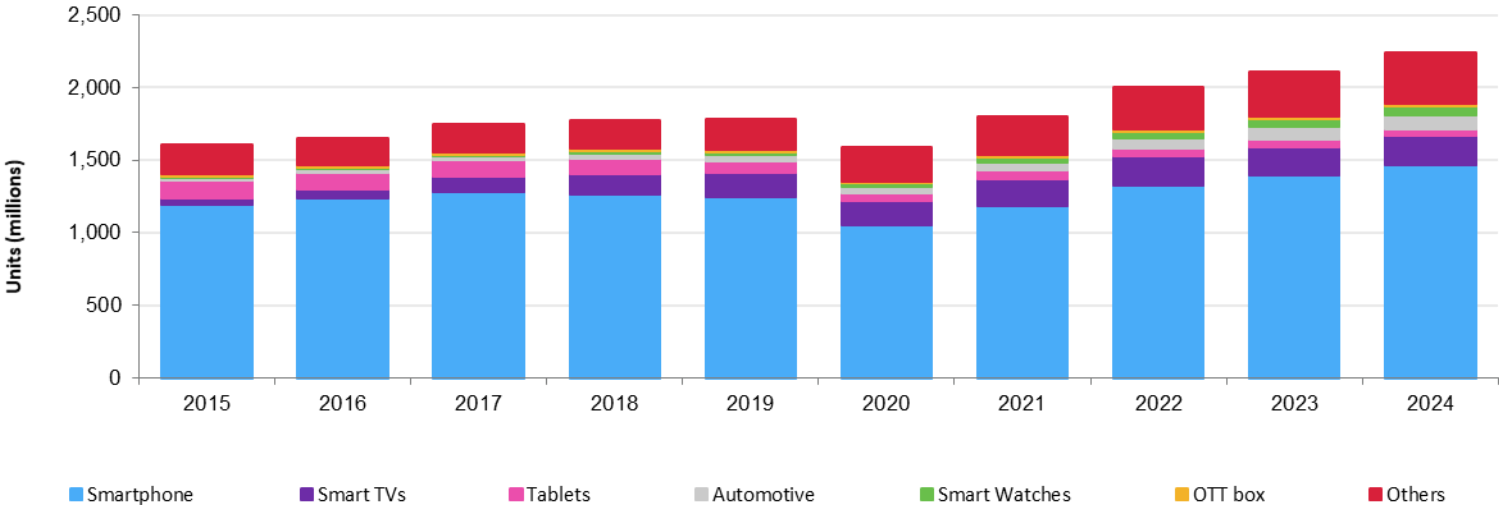## Part of the Memory & Storage Service Area Package

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

Legend: Smartphone, Smart TVs, Tablets, Automotive, Smart Watches, OTT box, Others

Notes: eMMC/UFS includes eMCP and uMCP

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Memory & Storage: Our Expert Analysts

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Mobile & Embedded Memory: Deliverables

MARKET TRACKERS
—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

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Mobile & Embedded Memory: Market Data

Mobile & Embedded Memory Market Tracker	NAND/Mobile Memory Dynamics Market Brief

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

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

Details

Details

Frequency: Quarterly

Frequency: Monthly

Measures
- Revenue
- Unit shipment
- Bit shipment
- ASP
- Market shares

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

Technologies

NAND and DRAM
- eMMC
- UFS
- eMCP
- uMCP
- MCP
- LPDDRx

Application Markets

Mobile
- Smartphone
- Tablets

NOR
- SPI NOR
- Parallel NOR

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

Regions
- Worldwide

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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**
• DRAM Memory Intelligence Service • Mobile & Embedded Memory Intelligence Service • NAND Memory Intelligence Service • SSD & HDD Storage Memory Intelligence Service	• Power Semiconductor Intelligence Service • MEMS and Sensors Intelligence Service • Wide Bandgap Power Semi Intelligence Service • Image Sensor Intelligence Service • LED Intelligence Service • MEMS and Sensors for Consumer and Mobile Intelligence Service • Microcontroller MCU Intelligence Service • Microcontroller Market Tracker • Processors for Graphics and AI Market Tracker • Processors for Network Infrastructure Market Tracker • System-on-Chip (SoC) Market Tracker • Optoelectronic Components Report • Processors Spotlight Service	• Global Semiconductor Manufacturing Market Tracker • Pure Play Foundry Market Tracker • Semiconductor Silicon Demand Forecast Tool	• China Semiconductor Landscape Intelligence Service • Industrial Semiconductor Intelligence Service • OEM Semiconductor Spending & Design Activity Intelligence Service • Semiconductor Application Forecast AMFT Spotlight Service • Semiconductor Competitive Landscape CLT Spotlight Service • Automotive Semiconductor Market Tracker • Design Activity Tool • OEM Semiconductor Spend Tracker

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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.

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Shelley Hunter
Customer Success Manager

Kâren Dyer
Customer Success Manager

96%
of our customers rate our service as Excellent or Very Good

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Get in touch!

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Thank you

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