Mobile & Embedded Memory Intelligence Service

Optimize memory strategies with comprehensive mobile and embedded market intelligence.

Key Questions Answered

- How is the mobile and embedded memory market evolving across different applications?
- Which memory configurations are driving smartphone market growth, and what will the landscape look like in the next **4** years?
- Who are the leading NOR manufacturers, and what are their growth prospects?
- What are the forecasted trends for NOR market bit growth, ASP, and revenue in both near-term and 4-year projections?

What We Offer

- Detailed analysis of handset and tablet memory specifications
- Comprehensive NAND and NOR market sizing with competitive supplier rankings
- Close integration with DRAM and NAND Intelligence Services for all-inclusive memory market understanding
- Direct access to industry experts through the "**Ask an Analyst**" service

Mobile and embedded memory will be driven by AI smartphones as they evolve into intelligent 5G-enabled systems, while other expanding AI-powered applications, including IoT devices, will also boost demand for DRAM, NAND and NOR.

Makoto Ferguson

Principal Research Analyst

SPEAK WITH OUR EXPERTS

Delivering precise mobile memory insights

Key Deliverables

Market Trackers
Quarterly Mobile & Embedded Memory Market Tracker with 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.

Market Insights
Monthly studies on key market trends, analysis on product, technology and applications. Monthly pricing updates.

Presentations
Ongoing scheduled market briefings by request with our lead analysts.

Analyst Insights and Access
Direct engagement with specialized analysts providing expert commentary and prompt responses to urgent and unique questions.

Scope of Research

Coverage
- Worldwide regions
- Technologies: NAND, DRAM, eMMC, UFS, eMCP, uMCP, LPDDRx, NOR (SPI NOR, Parallel NOR)
- Measures: Revenue, unit shipment, bit shipment, ASP, market shares

Application Markets
- Mobile: Smartphone, Tablets
- Embedded: Automotive, Smart TVs, TWS, Set Top Box/OTT, Other embedded/IoT

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