Mobile and embedded market segments continue to be critical in the overall memory market.

The mobile and embedded application segments have been game changers in the overall memory market in the last few years and continue to shape and define the success of players participating in the memory market. This report 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 market place.

Clients of the Mobile and Embedded Memory Intelligence Service will receive comprehensive coverage of the NOR and embedded NAND flash markets and real time access to a continuous flow of research across geographies, topics and application areas.

IHS Markit offers a clear and concise outlook on the market giving suppliers and other industry stakeholders crucial insight into the opportunities and dynamics of the market over the forecast period.

Key Issues Addressed

- What are the memory trends in mobile handsets – NAND, eMMC, UFS?
- What is the future of NOR flash market?
- How is the market for Serial Peripheral Interface (SPI) NOR flash evolving?
- What is the forecast for NAND handset growth?
- What are the supplier rankings for NOR and NAND?

Applicable To

- Semiconductor suppliers targeting handsets and embedded applications
- Sourcing
- Wireless and Consumer Product Manufacturers
- Procurement
- Cost evaluation
- Memory Suppliers/Distributors
- Marketing
- Planning
- Financial Community
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