

Asia Pacific Next Generation Non Volatile Memory Market Size study, by Product (FeRAM, PCM, MRAM, ReRAM) by Application (Mobile Phones, Cache Memory & Enterprise Storage, Industrial & Automotive, Mass Storage, Embedded MCU & Smart Cards) and Country Forecasts 2022-2032

<https://marketpublishers.com/r/A7DDCF429E9BEN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: A7DDCF429E9BEN

Abstracts

Asia Pacific Next Generation Non Volatile Memory Market is valued approximately USD 1.69 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 19.03% over the forecast period 2024-2032. Next Generation Non-Volatile Memory (NVM) maintains and stored data even in the event of a power outage. Not requiring a continuous power source, NVM preserves data integrity in contrast to volatile memory, such as rRAM, which loses its contents when the power is cut off. Examples of NVM technologies include NAND flash memory, 3D XPoint, and MRAM (Magnetic RAM). Comparing these technologies to more conventional storage options like hard disk drives, they have benefits including reduced power usage, higher density, and quicker access times. Next Generation NVM plays a crucial role in enabling faster, more efficient, and reliable data storage solutions for various applications. The rapid adoption of 3D NAND technology is a key trend that is supporting the growth of the Asia Pacific Next Generation Non Volatile Memory Market. Asian countries, particularly China, South Korea, and Japan, are leading in the adoption of 3D NAND technology due to its higher storage density, improved performance, and cost-effectiveness. This trend is driven by the increasing demand for smartphones, tablets, and other consumer electronics that require high-capacity storage solutions.

The Asia Pacific Next Generation Non-Volatile Memory Market is primarily driven by the factors such as the rising presence of major industry players in countries such as China,

South Korea, Japan, and India, as well as the expanding computer and mobile phone industries. Also, there is a rapid expansion of data center infrastructure with the growth of cloud computing, big data analytics, and artificial intelligence (AI) applications in the region. This has led to a rising demand for high-performance and energy-efficient NVM solutions, such as NVMe SSDs and persistent memory, to meet the storage needs of data-intensive workloads. In addition, Asian countries are hub to leading semiconductor manufacturers and foundries that are driving advancements in NVM technologies, including MRAM, ReRAM, and phase-change memory (PCM). These advancements contribute to the development of more efficient and scalable NVM solutions. However, it is anticipated that the high development costs, lack of standardization, and integration challenges with current memory controllers and computer architectures hinder the market growth throughout the projected period of 2024–2032.

The key Countries considered for the Asia Pacific Next Generation Non Volatile Memory Market study includes China, India, Japan, South Korea, Australia and Rest of Asia Pacific. In 2023, China was the largest regional market in terms of revenue because of the rapid expansion of the consumer electronics market in China, including smartphones, tablets, and wearable devices, is stipulating the demand for next-generation non-volatile memory technologies that offer higher performance and energy efficiency. Moreover, China's significant investments in artificial intelligence (AI) and the Internet of Things (IoT) are contributing to the demand for high-performance memory solutions. Next-generation non-volatile memory is essential for handling the large volumes of data generated by AI and IoT applications. Whereas, the market in India is expected to develop at the fastest rate over the forecast period of 2024-2032.

Major market player included in this report are:

Samsung Electronics Co. Ltd

Toshiba Corporation

KIOXIA Holdings Corporation

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

By Product

FeRAM

PCM

MRAM

ReRAM

By Application

Mobile Phones

Cache Memory & Enterprise Storage

Industrial & Automotive

Mass Storage

Embedded MCU & Smart Cards

By Region:

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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