

Global Automotive Embedded Non-Volatile Memory Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automotive Embedded Non-Volatile Memory market size is expected to reach \$ 3619 million by 2032, rising at a market growth of 10.9% CAGR during the forecast period (2026-2032).

Automotive Embedded Non-Volatile Memory (eNVM) refers to a type of memory technology that is specifically designed for use in automotive applications. Unlike volatile memory, which loses its data when power is removed, non-volatile memory retains data even when power is turned off, making it essential for storing critical information in automotive systems. In 2025, global sales volume for automotive embedded non-volatile memory is projected to reach 2.35 billion units, with a production capacity of approximately 3.3 billion units; the average selling price is estimated at \$0.73 per unit, and the average gross margin is expected to range from 35% to 45%.

Modern vehicles are equipped with a growing number of electronic systems and features, including advanced driver assistance systems (ADAS), infotainment systems, connectivity, and autonomous driving capabilities. This trend is driving the demand for eNVM, as these systems require reliable and secure storage for firmware and data.

The market for automotive embedded non-volatile memory (eNVM) is expected to maintain rapid growth, driven primarily by the rising penetration of new energy vehicles (NEVs), the widespread adoption of ADAS features, and the evolution toward software-defined vehicle architectures. In the short term, eFlash will retain its dominant position, particularly in the mature automotive MCU sector, where high barriers to replacement exist; however, the advancement of intelligent driving and central computing architectures will create greater opportunities for high-capacity, high-speed, and high-endurance eNVM technologies. At the same time, automotive eNVM faces potential

displacement risks, as external NOR Flash, SSDs, and other high-capacity storage solutions may compete in applications such as smart cockpits and autonomous driving data storage. Furthermore, emerging technologies like eMRAM and ReRAM still face challenges regarding cost, manufacturing maturity, and ecosystem development. Overall, the future automotive eNVM industry will trend toward high capacity, high reliability, low power consumption, secure storage, and compatibility with advanced manufacturing processes; companies possessing automotive certification capabilities, memory IP expertise, and supply chain synergy will maintain a competitive edge.

This report studies the global Automotive Embedded Non-Volatile Memory production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Embedded Non-Volatile Memory and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automotive Embedded Non-Volatile Memory that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive Embedded Non-Volatile Memory total production and demand, 2021-2032, (Million Units)

Global Automotive Embedded Non-Volatile Memory total production value, 2021-2032, (USD Million)

Global Automotive Embedded Non-Volatile Memory production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Units), (based on production site)

Global Automotive Embedded Non-Volatile Memory consumption by region & country, CAGR, 2021-2032 & (Million Units)

U.S. VS China: Automotive Embedded Non-Volatile Memory domestic production, consumption, key domestic manufacturers and share

Global Automotive Embedded Non-Volatile Memory production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Units)

Global Automotive Embedded Non-Volatile Memory production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

Global Automotive Embedded Non-Volatile Memory production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global Automotive Embedded Non-Volatile

Memory market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include TSMC, GlobalFoundries, UMC (Incl. Fujitsu), SMIC, Samsung, HHGrace, Tower Semiconductor, Microchip Technology, Texas Instruments, Infineon, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive Embedded Non-Volatile Memory market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Automotive Embedded Non-Volatile Memory Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Automotive Embedded Non-Volatile Memory Market, Segmentation by Type:

eFlash

eE2PROM

eOTP/eMTP

eFRAM

eMRAM

Others

Global Automotive Embedded Non-Volatile Memory Market, Segmentation by Storage Function:

Code Storage

Data Storage

Parameter Storage

Global Automotive Embedded Non-Volatile Memory Market, Segmentation by Storage Capacity:

?1MB

1MB-1GB

?1GB

Global Automotive Embedded Non-Volatile Memory Market, Segmentation by Application:

Powertrain Control System

ADAS

Body Control Module

Others

Companies Profiled:

TSMC

GlobalFoundries

UMC (Incl. Fujitsu)

SMIC

Samsung

HHGrace

Tower Semiconductor

Microchip Technology

Texas Instruments

Infineon

Renesas Electronics Corporation

STMicroelectronics N.V.

Macronix International

GigaDevice

ISSI

Key Questions Answered:

1. How big is the global Automotive Embedded Non-Volatile Memory market?
2. What is the demand of the global Automotive Embedded Non-Volatile Memory market?
3. What is the year over year growth of the global Automotive Embedded Non-Volatile Memory market?
4. What is the production and production value of the global Automotive Embedded Non-Volatile Memory market?
5. Who are the key producers in the global Automotive Embedded Non-Volatile Memory market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Automotive Embedded Non-Volatile Memory Introduction
- 1.2 World Automotive Embedded Non-Volatile Memory Supply & Forecast
 - 1.2.1 World Automotive Embedded Non-Volatile Memory Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Automotive Embedded Non-Volatile Memory Production (2021-2032)
 - 1.2.3 World Automotive Embedded Non-Volatile Memory Pricing Trends (2021-2032)
- 1.3 World Automotive Embedded Non-Volatile Memory Production by Region (Based on Production Site)
 - 1.3.1 World Automotive Embedded Non-Volatile Memory Production Value by Region (2021-2032)
 - 1.3.2 World Automotive Embedded Non-Volatile Memory Production by Region (2021-2032)
 - 1.3.3 World Automotive Embedded Non-Volatile Memory Average Price by Region (2021-2032)
 - 1.3.4 North America Automotive Embedded Non-Volatile Memory Production (2021-2032)
 - 1.3.5 Europe Automotive Embedded Non-Volatile Memory Production (2021-2032)
 - 1.3.6 China Automotive Embedded Non-Volatile Memory Production (2021-2032)
 - 1.3.7 Japan Automotive Embedded Non-Volatile Memory Production (2021-2032)
 - 1.3.8 South Korea Automotive Embedded Non-Volatile Memory Production (2021-2032)
 - 1.3.9 Southeast Asia Automotive Embedded Non-Volatile Memory Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Automotive Embedded Non-Volatile Memory Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Automotive Embedded Non-Volatile Memory Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Automotive Embedded Non-Volatile Memory Demand (2021-2032)
- 2.2 World Automotive Embedded Non-Volatile Memory Consumption by Region
 - 2.2.1 World Automotive Embedded Non-Volatile Memory Consumption by Region (2021-2026)
 - 2.2.2 World Automotive Embedded Non-Volatile Memory Consumption Forecast by

Region (2027-2032)

2.3 United States Automotive Embedded Non-Volatile Memory Consumption (2021-2032)

2.4 China Automotive Embedded Non-Volatile Memory Consumption (2021-2032)

2.5 Europe Automotive Embedded Non-Volatile Memory Consumption (2021-2032)

2.6 Japan Automotive Embedded Non-Volatile Memory Consumption (2021-2032)

2.7 South Korea Automotive Embedded Non-Volatile Memory Consumption (2021-2032)

2.8 ASEAN Automotive Embedded Non-Volatile Memory Consumption (2021-2032)

2.9 India Automotive Embedded Non-Volatile Memory Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Automotive Embedded Non-Volatile Memory Production Value by Manufacturer (2021-2026)

3.2 World Automotive Embedded Non-Volatile Memory Production by Manufacturer (2021-2026)

3.3 World Automotive Embedded Non-Volatile Memory Average Price by Manufacturer (2021-2026)

3.4 Automotive Embedded Non-Volatile Memory Company Evaluation Quadrant

3.5 Industry Rank and Concentration Rate (CR)

3.5.1 Global Automotive Embedded Non-Volatile Memory Industry Rank of Major Manufacturers

3.5.2 Global Concentration Ratios (CR4) for Automotive Embedded Non-Volatile Memory in 2025

3.5.3 Global Concentration Ratios (CR8) for Automotive Embedded Non-Volatile Memory in 2025

3.6 Automotive Embedded Non-Volatile Memory Market: Overall Company Footprint Analysis

3.6.1 Automotive Embedded Non-Volatile Memory Market: Region Footprint

3.6.2 Automotive Embedded Non-Volatile Memory Market: Company Product Type Footprint

3.6.3 Automotive Embedded Non-Volatile Memory Market: Company Product Application Footprint

3.7 Competitive Environment

3.7.1 Historical Structure of the Industry

3.7.2 Barriers of Market Entry

3.7.3 Factors of Competition

3.8 New Entrant and Capacity Expansion Plans

3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

4.1 United States VS China: Automotive Embedded Non-Volatile Memory Production Value Comparison

4.1.1 United States VS China: Automotive Embedded Non-Volatile Memory Production Value Comparison (2021 & 2025 & 2032)

4.1.2 United States VS China: Automotive Embedded Non-Volatile Memory Production Value Market Share Comparison (2021 & 2025 & 2032)

4.2 United States VS China: Automotive Embedded Non-Volatile Memory Production Comparison

4.2.1 United States VS China: Automotive Embedded Non-Volatile Memory Production Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Automotive Embedded Non-Volatile Memory Production Market Share Comparison (2021 & 2025 & 2032)

4.3 United States VS China: Automotive Embedded Non-Volatile Memory Consumption Comparison

4.3.1 United States VS China: Automotive Embedded Non-Volatile Memory Consumption Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: Automotive Embedded Non-Volatile Memory Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Automotive Embedded Non-Volatile Memory Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Automotive Embedded Non-Volatile Memory Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Automotive Embedded Non-Volatile Memory Production Value (2021-2026)

4.4.3 United States Based Manufacturers Automotive Embedded Non-Volatile Memory Production (2021-2026)

4.5 China Based Automotive Embedded Non-Volatile Memory Manufacturers and Market Share

4.5.1 China Based Automotive Embedded Non-Volatile Memory Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Automotive Embedded Non-Volatile Memory Production Value (2021-2026)

4.5.3 China Based Manufacturers Automotive Embedded Non-Volatile Memory Production (2021-2026)

4.6 Rest of World Based Automotive Embedded Non-Volatile Memory Manufacturers

and Market Share, 2021-2026

4.6.1 Rest of World Based Automotive Embedded Non-Volatile Memory
Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Automotive Embedded Non-Volatile Memory
Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Automotive Embedded Non-Volatile Memory
Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Automotive Embedded Non-Volatile Memory Market Size Overview by Type:
2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 eFlash

5.2.2 eE2PROM

5.2.3 eOTP/eMTP

5.2.4 eFRAM

5.2.5 eMRAM

5.2.6 Others

5.3 Market Segment by Type

5.3.1 World Automotive Embedded Non-Volatile Memory Production by Type
(2021-2032)

5.3.2 World Automotive Embedded Non-Volatile Memory Production Value by Type
(2021-2032)

5.3.3 World Automotive Embedded Non-Volatile Memory Average Price by Type
(2021-2032)

6 MARKET ANALYSIS BY STORAGE FUNCTION

6.1 World Automotive Embedded Non-Volatile Memory Market Size Overview by
Storage Function: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Storage Function

6.2.1 Code Storage

6.2.2 Data Storage

6.2.3 Parameter Storage

6.3 Market Segment by Storage Function

6.3.1 World Automotive Embedded Non-Volatile Memory Production by Storage
Function (2021-2032)

6.3.2 World Automotive Embedded Non-Volatile Memory Production Value by Storage

Function (2021-2032)

6.3.3 World Automotive Embedded Non-Volatile Memory Average Price by Storage

Function (2021-2032)

7 MARKET ANALYSIS BY STORAGE CAPACITY

7.1 World Automotive Embedded Non-Volatile Memory Market Size Overview by Storage Capacity: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Storage Capacity

7.2.1 ?1MB

7.2.2 1MB-1GB

7.2.3 ?1GB

7.3 Market Segment by Storage Capacity

7.3.1 World Automotive Embedded Non-Volatile Memory Production by Storage Capacity (2021-2032)

7.3.2 World Automotive Embedded Non-Volatile Memory Production Value by Storage Capacity (2021-2032)

7.3.3 World Automotive Embedded Non-Volatile Memory Average Price by Storage Capacity (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Automotive Embedded Non-Volatile Memory Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Powertrain Control System

8.2.2 ADAS

8.2.3 Body Control Module

8.2.4 Others

8.3 Market Segment by Application

8.3.1 World Automotive Embedded Non-Volatile Memory Production by Application (2021-2032)

8.3.2 World Automotive Embedded Non-Volatile Memory Production Value by Application (2021-2032)

8.3.3 World Automotive Embedded Non-Volatile Memory Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 TSMC

9.1.1 TSMC Details

9.1.2 TSMC Major Business

9.1.3 TSMC Automotive Embedded Non-Volatile Memory Product and Services

9.1.4 TSMC Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 TSMC Recent Developments/Updates

9.1.6 TSMC Competitive Strengths & Weaknesses

9.2 GlobalFoundries

9.2.1 GlobalFoundries Details

9.2.2 GlobalFoundries Major Business

9.2.3 GlobalFoundries Automotive Embedded Non-Volatile Memory Product and Services

9.2.4 GlobalFoundries Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 GlobalFoundries Recent Developments/Updates

9.2.6 GlobalFoundries Competitive Strengths & Weaknesses

9.3 UMC (Incl. Fujitsu)

9.3.1 UMC (Incl. Fujitsu) Details

9.3.2 UMC (Incl. Fujitsu) Major Business

9.3.3 UMC (Incl. Fujitsu) Automotive Embedded Non-Volatile Memory Product and Services

9.3.4 UMC (Incl. Fujitsu) Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 UMC (Incl. Fujitsu) Recent Developments/Updates

9.3.6 UMC (Incl. Fujitsu) Competitive Strengths & Weaknesses

9.4 SMIC

9.4.1 SMIC Details

9.4.2 SMIC Major Business

9.4.3 SMIC Automotive Embedded Non-Volatile Memory Product and Services

9.4.4 SMIC Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 SMIC Recent Developments/Updates

9.4.6 SMIC Competitive Strengths & Weaknesses

9.5 Samsung

9.5.1 Samsung Details

9.5.2 Samsung Major Business

9.5.3 Samsung Automotive Embedded Non-Volatile Memory Product and Services

9.5.4 Samsung Automotive Embedded Non-Volatile Memory Production, Price, Value,

Gross Margin and Market Share (2021-2026)

9.5.5 Samsung Recent Developments/Updates

9.5.6 Samsung Competitive Strengths & Weaknesses

9.6 HHGrace

9.6.1 HHGrace Details

9.6.2 HHGrace Major Business

9.6.3 HHGrace Automotive Embedded Non-Volatile Memory Product and Services

9.6.4 HHGrace Automotive Embedded Non-Volatile Memory Production, Price, Value,

Gross Margin and Market Share (2021-2026)

9.6.5 HHGrace Recent Developments/Updates

9.6.6 HHGrace Competitive Strengths & Weaknesses

9.7 Tower Semiconductor

9.7.1 Tower Semiconductor Details

9.7.2 Tower Semiconductor Major Business

9.7.3 Tower Semiconductor Automotive Embedded Non-Volatile Memory Product and Services

9.7.4 Tower Semiconductor Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.7.5 Tower Semiconductor Recent Developments/Updates

9.7.6 Tower Semiconductor Competitive Strengths & Weaknesses

9.8 Microchip Technology

9.8.1 Microchip Technology Details

9.8.2 Microchip Technology Major Business

9.8.3 Microchip Technology Automotive Embedded Non-Volatile Memory Product and Services

9.8.4 Microchip Technology Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.8.5 Microchip Technology Recent Developments/Updates

9.8.6 Microchip Technology Competitive Strengths & Weaknesses

9.9 Texas Instruments

9.9.1 Texas Instruments Details

9.9.2 Texas Instruments Major Business

9.9.3 Texas Instruments Automotive Embedded Non-Volatile Memory Product and Services

9.9.4 Texas Instruments Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.9.5 Texas Instruments Recent Developments/Updates

9.9.6 Texas Instruments Competitive Strengths & Weaknesses

9.10 Infineon

- 9.10.1 Infineon Details
- 9.10.2 Infineon Major Business
- 9.10.3 Infineon Automotive Embedded Non-Volatile Memory Product and Services
- 9.10.4 Infineon Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.10.5 Infineon Recent Developments/Updates
- 9.10.6 Infineon Competitive Strengths & Weaknesses
- 9.11 Renesas Electronics Corporation
 - 9.11.1 Renesas Electronics Corporation Details
 - 9.11.2 Renesas Electronics Corporation Major Business
 - 9.11.3 Renesas Electronics Corporation Automotive Embedded Non-Volatile Memory Product and Services
 - 9.11.4 Renesas Electronics Corporation Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Renesas Electronics Corporation Recent Developments/Updates
 - 9.11.6 Renesas Electronics Corporation Competitive Strengths & Weaknesses
- 9.12 STMicroelectronics N.V.
 - 9.12.1 STMicroelectronics N.V. Details
 - 9.12.2 STMicroelectronics N.V. Major Business
 - 9.12.3 STMicroelectronics N.V. Automotive Embedded Non-Volatile Memory Product and Services
 - 9.12.4 STMicroelectronics N.V. Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 STMicroelectronics N.V. Recent Developments/Updates
 - 9.12.6 STMicroelectronics N.V. Competitive Strengths & Weaknesses
- 9.13 Macronix International
 - 9.13.1 Macronix International Details
 - 9.13.2 Macronix International Major Business
 - 9.13.3 Macronix International Automotive Embedded Non-Volatile Memory Product and Services
 - 9.13.4 Macronix International Automotive Embedded Non-Volatile Memory Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Macronix International Recent Developments/Updates
 - 9.13.6 Macronix International Competitive Strengths & Weaknesses
- 9.14 GigaDevice
 - 9.14.1 GigaDevice Details
 - 9.14.2 GigaDevice Major Business
 - 9.14.3 GigaDevice Automotive Embedded Non-Volatile Memory Product and Services
 - 9.14.4 GigaDevice Automotive Embedded Non-Volatile Memory Production, Price,

Value, Gross Margin and Market Share (2021-2026)

9.14.5 GigaDevice Recent Developments/Updates

9.14.6 GigaDevice Competitive Strengths & Weaknesses

9.15 ISSI

9.15.1 ISSI Details

9.15.2 ISSI Major Business

9.15.3 ISSI Automotive Embedded Non-Volatile Memory Product and Services

9.15.4 ISSI Automotive Embedded Non-Volatile Memory Production, Price, Value,
Gross Margin and Market Share (2021-2026)

9.15.5 ISSI Recent Developments/Updates

9.15.6 ISSI Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Automotive Embedded Non-Volatile Memory Industry Chain

10.2 Automotive Embedded Non-Volatile Memory Upstream Analysis

10.2.1 Automotive Embedded Non-Volatile Memory Core Raw Materials

10.2.2 Main Manufacturers of Automotive Embedded Non-Volatile Memory Core Raw
Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Automotive Embedded Non-Volatile Memory Production Mode

10.6 Automotive Embedded Non-Volatile Memory Procurement Model

10.7 Automotive Embedded Non-Volatile Memory Industry Sales Model and Sales
Channels

10.7.1 Automotive Embedded Non-Volatile Memory Sales Model

10.7.2 Automotive Embedded Non-Volatile Memory Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Automotive Embedded Non-Volatile Memory Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Automotive Embedded Non-Volatile Memory Production Value by Region (2021-2026) & (USD Million)

Table 3. World Automotive Embedded Non-Volatile Memory Production Value by Region (2027-2032) & (USD Million)

Table 4. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Region (2021-2026)

Table 5. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Region (2027-2032)

Table 6. World Automotive Embedded Non-Volatile Memory Production by Region (2021-2026) & (Million Units)

Table 7. World Automotive Embedded Non-Volatile Memory Production by Region (2027-2032) & (Million Units)

Table 8. World Automotive Embedded Non-Volatile Memory Production Market Share by Region (2021-2026)

Table 9. World Automotive Embedded Non-Volatile Memory Production Market Share by Region (2027-2032)

Table 10. World Automotive Embedded Non-Volatile Memory Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Automotive Embedded Non-Volatile Memory Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Automotive Embedded Non-Volatile Memory Major Market Trends

Table 13. World Automotive Embedded Non-Volatile Memory Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Million Units)

Table 14. World Automotive Embedded Non-Volatile Memory Consumption by Region (2021-2026) & (Million Units)

Table 15. World Automotive Embedded Non-Volatile Memory Consumption Forecast by Region (2027-2032) & (Million Units)

Table 16. World Automotive Embedded Non-Volatile Memory Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Automotive Embedded Non-Volatile Memory Producers in 2025

Table 18. World Automotive Embedded Non-Volatile Memory Production by Manufacturer (2021-2026) & (Million Units)

Table 19. Production Market Share of Key Automotive Embedded Non-Volatile Memory Producers in 2025

Table 20. World Automotive Embedded Non-Volatile Memory Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Automotive Embedded Non-Volatile Memory Company Evaluation Quadrant

Table 22. World Automotive Embedded Non-Volatile Memory Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Automotive Embedded Non-Volatile Memory Production Site of Key Manufacturer

Table 24. Automotive Embedded Non-Volatile Memory Market: Company Product Type Footprint

Table 25. Automotive Embedded Non-Volatile Memory Market: Company Product Application Footprint

Table 26. Automotive Embedded Non-Volatile Memory Competitive Factors

Table 27. Automotive Embedded Non-Volatile Memory New Entrant and Capacity Expansion Plans

Table 28. Automotive Embedded Non-Volatile Memory Mergers & Acquisitions Activity

Table 29. United States VS China Automotive Embedded Non-Volatile Memory Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Automotive Embedded Non-Volatile Memory Production Comparison, (2021 & 2025 & 2032) & (Million Units)

Table 31. United States VS China Automotive Embedded Non-Volatile Memory Consumption Comparison, (2021 & 2025 & 2032) & (Million Units)

Table 32. United States Based Automotive Embedded Non-Volatile Memory Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Automotive Embedded Non-Volatile Memory Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Automotive Embedded Non-Volatile Memory Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Automotive Embedded Non-Volatile Memory Production (2021-2026) & (Million Units)

Table 36. United States Based Manufacturers Automotive Embedded Non-Volatile Memory Production Market Share (2021-2026)

Table 37. China Based Automotive Embedded Non-Volatile Memory Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Automotive Embedded Non-Volatile Memory Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Automotive Embedded Non-Volatile Memory

Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Automotive Embedded Non-Volatile Memory Production, (2021-2026) & (Million Units)

Table 41. China Based Manufacturers Automotive Embedded Non-Volatile Memory Production Market Share (2021-2026)

Table 42. Rest of World Based Automotive Embedded Non-Volatile Memory Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Automotive Embedded Non-Volatile Memory Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Automotive Embedded Non-Volatile Memory Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Automotive Embedded Non-Volatile Memory Production, (2021-2026) & (Million Units)

Table 46. Rest of World Based Manufacturers Automotive Embedded Non-Volatile Memory Production Market Share (2021-2026)

Table 47. World Automotive Embedded Non-Volatile Memory Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Automotive Embedded Non-Volatile Memory Production by Type (2021-2026) & (Million Units)

Table 49. World Automotive Embedded Non-Volatile Memory Production by Type (2027-2032) & (Million Units)

Table 50. World Automotive Embedded Non-Volatile Memory Production Value by Type (2021-2026) & (USD Million)

Table 51. World Automotive Embedded Non-Volatile Memory Production Value by Type (2027-2032) & (USD Million)

Table 52. World Automotive Embedded Non-Volatile Memory Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Automotive Embedded Non-Volatile Memory Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Automotive Embedded Non-Volatile Memory Production Value by Storage Function, (USD Million), 2021 & 2025 & 2032

Table 55. World Automotive Embedded Non-Volatile Memory Production by Storage Function (2021-2026) & (Million Units)

Table 56. World Automotive Embedded Non-Volatile Memory Production by Storage Function (2027-2032) & (Million Units)

Table 57. World Automotive Embedded Non-Volatile Memory Production Value by Storage Function (2021-2026) & (USD Million)

Table 58. World Automotive Embedded Non-Volatile Memory Production Value by Storage Function (2027-2032) & (USD Million)

Table 59. World Automotive Embedded Non-Volatile Memory Average Price by Storage Function (2021-2026) & (US\$/Unit)

Table 60. World Automotive Embedded Non-Volatile Memory Average Price by Storage Function (2027-2032) & (US\$/Unit)

Table 61. World Automotive Embedded Non-Volatile Memory Production Value by Storage Capacity, (USD Million), 2021 & 2025 & 2032

Table 62. World Automotive Embedded Non-Volatile Memory Production by Storage Capacity (2021-2026) & (Million Units)

Table 63. World Automotive Embedded Non-Volatile Memory Production by Storage Capacity (2027-2032) & (Million Units)

Table 64. World Automotive Embedded Non-Volatile Memory Production Value by Storage Capacity (2021-2026) & (USD Million)

Table 65. World Automotive Embedded Non-Volatile Memory Production Value by Storage Capacity (2027-2032) & (USD Million)

Table 66. World Automotive Embedded Non-Volatile Memory Average Price by Storage Capacity (2021-2026) & (US\$/Unit)

Table 67. World Automotive Embedded Non-Volatile Memory Average Price by Storage Capacity (2027-2032) & (US\$/Unit)

Table 68. World Automotive Embedded Non-Volatile Memory Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Automotive Embedded Non-Volatile Memory Production by Application (2021-2026) & (Million Units)

Table 70. World Automotive Embedded Non-Volatile Memory Production by Application (2027-2032) & (Million Units)

Table 71. World Automotive Embedded Non-Volatile Memory Production Value by Application (2021-2026) & (USD Million)

Table 72. World Automotive Embedded Non-Volatile Memory Production Value by Application (2027-2032) & (USD Million)

Table 73. World Automotive Embedded Non-Volatile Memory Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Automotive Embedded Non-Volatile Memory Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. TSMC Basic Information, Manufacturing Base and Competitors

Table 76. TSMC Major Business

Table 77. TSMC Automotive Embedded Non-Volatile Memory Product and Services

Table 78. TSMC Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. TSMC Recent Developments/Updates

Table 80. TSMC Competitive Strengths & Weaknesses
Table 81. GlobalFoundries Basic Information, Manufacturing Base and Competitors
Table 82. GlobalFoundries Major Business
Table 83. GlobalFoundries Automotive Embedded Non-Volatile Memory Product and Services
Table 84. GlobalFoundries Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 85. GlobalFoundries Recent Developments/Updates
Table 86. GlobalFoundries Competitive Strengths & Weaknesses
Table 87. UMC (Incl. Fujitsu) Basic Information, Manufacturing Base and Competitors
Table 88. UMC (Incl. Fujitsu) Major Business
Table 89. UMC (Incl. Fujitsu) Automotive Embedded Non-Volatile Memory Product and Services
Table 90. UMC (Incl. Fujitsu) Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 91. UMC (Incl. Fujitsu) Recent Developments/Updates
Table 92. UMC (Incl. Fujitsu) Competitive Strengths & Weaknesses
Table 93. SMIC Basic Information, Manufacturing Base and Competitors
Table 94. SMIC Major Business
Table 95. SMIC Automotive Embedded Non-Volatile Memory Product and Services
Table 96. SMIC Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. SMIC Recent Developments/Updates
Table 98. SMIC Competitive Strengths & Weaknesses
Table 99. Samsung Basic Information, Manufacturing Base and Competitors
Table 100. Samsung Major Business
Table 101. Samsung Automotive Embedded Non-Volatile Memory Product and Services
Table 102. Samsung Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. Samsung Recent Developments/Updates
Table 104. Samsung Competitive Strengths & Weaknesses
Table 105. HHGrace Basic Information, Manufacturing Base and Competitors
Table 106. HHGrace Major Business
Table 107. HHGrace Automotive Embedded Non-Volatile Memory Product and Services

Table 108. HHGrace Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. HHGrace Recent Developments/Updates

Table 110. HHGrace Competitive Strengths & Weaknesses

Table 111. Tower Semiconductor Basic Information, Manufacturing Base and Competitors

Table 112. Tower Semiconductor Major Business

Table 113. Tower Semiconductor Automotive Embedded Non-Volatile Memory Product and Services

Table 114. Tower Semiconductor Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Tower Semiconductor Recent Developments/Updates

Table 116. Tower Semiconductor Competitive Strengths & Weaknesses

Table 117. Microchip Technology Basic Information, Manufacturing Base and Competitors

Table 118. Microchip Technology Major Business

Table 119. Microchip Technology Automotive Embedded Non-Volatile Memory Product and Services

Table 120. Microchip Technology Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Microchip Technology Recent Developments/Updates

Table 122. Microchip Technology Competitive Strengths & Weaknesses

Table 123. Texas Instruments Basic Information, Manufacturing Base and Competitors

Table 124. Texas Instruments Major Business

Table 125. Texas Instruments Automotive Embedded Non-Volatile Memory Product and Services

Table 126. Texas Instruments Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Texas Instruments Recent Developments/Updates

Table 128. Texas Instruments Competitive Strengths & Weaknesses

Table 129. Infineon Basic Information, Manufacturing Base and Competitors

Table 130. Infineon Major Business

Table 131. Infineon Automotive Embedded Non-Volatile Memory Product and Services

Table 132. Infineon Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market

Share (2021-2026)

Table 133. Infineon Recent Developments/Updates

Table 134. Infineon Competitive Strengths & Weaknesses

Table 135. Renesas Electronics Corporation Basic Information, Manufacturing Base and Competitors

Table 136. Renesas Electronics Corporation Major Business

Table 137. Renesas Electronics Corporation Automotive Embedded Non-Volatile Memory Product and Services

Table 138. Renesas Electronics Corporation Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Renesas Electronics Corporation Recent Developments/Updates

Table 140. Renesas Electronics Corporation Competitive Strengths & Weaknesses

Table 141. STMicroelectronics N.V. Basic Information, Manufacturing Base and Competitors

Table 142. STMicroelectronics N.V. Major Business

Table 143. STMicroelectronics N.V. Automotive Embedded Non-Volatile Memory Product and Services

Table 144. STMicroelectronics N.V. Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. STMicroelectronics N.V. Recent Developments/Updates

Table 146. STMicroelectronics N.V. Competitive Strengths & Weaknesses

Table 147. Macronix International Basic Information, Manufacturing Base and Competitors

Table 148. Macronix International Major Business

Table 149. Macronix International Automotive Embedded Non-Volatile Memory Product and Services

Table 150. Macronix International Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. Macronix International Recent Developments/Updates

Table 152. Macronix International Competitive Strengths & Weaknesses

Table 153. GigaDevice Basic Information, Manufacturing Base and Competitors

Table 154. GigaDevice Major Business

Table 155. GigaDevice Automotive Embedded Non-Volatile Memory Product and Services

Table 156. GigaDevice Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market

Share (2021-2026)

Table 157. GigaDevice Recent Developments/Updates

Table 158. GigaDevice Competitive Strengths & Weaknesses

Table 159. ISSI Basic Information, Manufacturing Base and Competitors

Table 160. ISSI Major Business

Table 161. ISSI Automotive Embedded Non-Volatile Memory Product and Services

Table 162. ISSI Automotive Embedded Non-Volatile Memory Production (Million Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 163. ISSI Recent Developments/Updates

Table 164. ISSI Competitive Strengths & Weaknesses

Table 165. Global Key Players of Automotive Embedded Non-Volatile Memory Upstream (Raw Materials)

Table 166. Global Automotive Embedded Non-Volatile Memory Typical Customers

Table 167. Automotive Embedded Non-Volatile Memory Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Automotive Embedded Non-Volatile Memory Picture

Figure 2. World Automotive Embedded Non-Volatile Memory Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Automotive Embedded Non-Volatile Memory Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Automotive Embedded Non-Volatile Memory Production (2021-2032) & (Million Units)

Figure 5. World Automotive Embedded Non-Volatile Memory Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Region (2021-2032)

Figure 7. World Automotive Embedded Non-Volatile Memory Production Market Share by Region (2021-2032)

Figure 8. North America Automotive Embedded Non-Volatile Memory Production (2021-2032) & (Million Units)

Figure 9. Europe Automotive Embedded Non-Volatile Memory Production (2021-2032) & (Million Units)

Figure 10. China Automotive Embedded Non-Volatile Memory Production (2021-2032) & (Million Units)

Figure 11. Japan Automotive Embedded Non-Volatile Memory Production (2021-2032) & (Million Units)

Figure 12. South Korea Automotive Embedded Non-Volatile Memory Production (2021-2032) & (Million Units)

Figure 13. Southeast Asia Automotive Embedded Non-Volatile Memory Production (2021-2032) & (Million Units)

Figure 14. Automotive Embedded Non-Volatile Memory Market Drivers

Figure 15. Factors Affecting Demand

Figure 16. World Automotive Embedded Non-Volatile Memory Consumption (2021-2032) & (Million Units)

Figure 17. World Automotive Embedded Non-Volatile Memory Consumption Market Share by Region (2021-2032)

Figure 18. United States Automotive Embedded Non-Volatile Memory Consumption (2021-2032) & (Million Units)

Figure 19. China Automotive Embedded Non-Volatile Memory Consumption (2021-2032) & (Million Units)

Figure 20. Europe Automotive Embedded Non-Volatile Memory Consumption (2021-2032) & (Million Units)

Figure 21. Japan Automotive Embedded Non-Volatile Memory Consumption (2021-2032) & (Million Units)

Figure 22. South Korea Automotive Embedded Non-Volatile Memory Consumption (2021-2032) & (Million Units)

Figure 23. ASEAN Automotive Embedded Non-Volatile Memory Consumption (2021-2032) & (Million Units)

Figure 24. India Automotive Embedded Non-Volatile Memory Consumption (2021-2032) & (Million Units)

Figure 25. Producer Shipments of Automotive Embedded Non-Volatile Memory by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 26. Global Four-firm Concentration Ratios (CR4) for Automotive Embedded Non-Volatile Memory Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for Automotive Embedded Non-Volatile Memory Markets in 2025

Figure 28. United States VS China: Automotive Embedded Non-Volatile Memory Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Automotive Embedded Non-Volatile Memory Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Automotive Embedded Non-Volatile Memory Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Automotive Embedded Non-Volatile Memory Production Market Share 2025

Figure 32. China Based Manufacturers Automotive Embedded Non-Volatile Memory Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Automotive Embedded Non-Volatile Memory Production Market Share 2025

Figure 34. World Automotive Embedded Non-Volatile Memory Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Type in 2025

Figure 36. eFlash

Figure 37. eE2PROM

Figure 38. eOTP/eMTP

Figure 39. eFRAM

Figure 40. eMRAM

Figure 41. Others

Figure 42. World Automotive Embedded Non-Volatile Memory Production Market Share

by Type (2021-2032)

Figure 43. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Type (2021-2032)

Figure 44. World Automotive Embedded Non-Volatile Memory Average Price by Type (2021-2032) & (US\$/Unit)

Figure 45. World Automotive Embedded Non-Volatile Memory Production Value by Storage Function, (USD Million), 2021 & 2025 & 2032

Figure 46. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Storage Function in 2025

Figure 47. Code Storage

Figure 48. Data Storage

Figure 49. Parameter Storage

Figure 50. World Automotive Embedded Non-Volatile Memory Production Market Share by Storage Function (2021-2032)

Figure 51. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Storage Function (2021-2032)

Figure 52. World Automotive Embedded Non-Volatile Memory Average Price by Storage Function (2021-2032) & (US\$/Unit)

Figure 53. World Automotive Embedded Non-Volatile Memory Production Value by Storage Capacity, (USD Million), 2021 & 2025 & 2032

Figure 54. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Storage Capacity in 2025

Figure 55. ?1MB

Figure 56. 1MB-1GB

Figure 57. ?1GB

Figure 58. World Automotive Embedded Non-Volatile Memory Production Market Share by Storage Capacity (2021-2032)

Figure 59. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Storage Capacity (2021-2032)

Figure 60. World Automotive Embedded Non-Volatile Memory Average Price by Storage Capacity (2021-2032) & (US\$/Unit)

Figure 61. World Automotive Embedded Non-Volatile Memory Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 62. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Application in 2025

Figure 63. Powertrain Control System

Figure 64. ADAS

Figure 65. Body Control Module

Figure 66. Others

Figure 67. World Automotive Embedded Non-Volatile Memory Production Market Share by Application (2021-2032)

Figure 68. World Automotive Embedded Non-Volatile Memory Production Value Market Share by Application (2021-2032)

Figure 69. World Automotive Embedded Non-Volatile Memory Average Price by Application (2021-2032) & (US\$/Unit)

Figure 70. Automotive Embedded Non-Volatile Memory Industry Chain

Figure 71. Automotive Embedded Non-Volatile Memory Procurement Model

Figure 72. Automotive Embedded Non-Volatile Memory Sales Model

Figure 73. Automotive Embedded Non-Volatile Memory Sales Channels, Direct Sales, and Distribution

Figure 74. Methodology

Figure 75. Research Process and Data Source

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