

Global Multimedia ICs Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Multimedia ICs market size is expected to reach \$ 63200 million by 2032, rising at a market growth of 3.6% CAGR during the forecast period (2026-2032).

Multimedia ICs are integrated circuits designed for processing audio, video, image, and other multimedia data. They perform functions such as encoding and decoding, signal processing, format conversion, data compression, and interface control. These chips often integrate digital signal processing (DSP) cores, video engines, graphics accelerators, and multiple high-speed interfaces. Multimedia ICs are widely used in smart devices, consumer electronics, automotive systems, and security equipment. With the advancement of high-definition video, AI-based image processing, and edge computing, multimedia ICs are evolving toward higher integration, lower power consumption, and greater computing capability.

Global multimedia IC production is projected to reach 17.1 billion units by 2025, with an average price of \$2.8 per unit.

The upstream of multimedia ICs includes wafer foundries (8-inch and 12-inch), EDA software providers, IP licensors (audio/video codec IP, image processing IP, GPU IP), outsourced semiconductor assembly and test (OSAT) companies, as well as memory and power management IC suppliers. Core costs are concentrated in wafer fabrication, advanced process node expenses, IP licensing fees and packaging/testing. As nodes migrate to 28nm and below, design complexity and R&D investment increase significantly, strengthening dependence on advanced foundry capacity and high-value IP.

Downstream applications span smart TVs, set-top boxes, smart speakers, tablets, smartphones, automotive infotainment systems, security surveillance equipment,

AR/VR devices and industrial HMI systems. Consumer electronics remains the primary demand driver, with feature upgrades centered on 4K/8K resolution, high frame rates, AI-based image enhancement and voice interaction. Automotive and smart surveillance segments have grown rapidly in recent years, emphasizing reliability and long product life cycles.

Industry trends focus on high integration (SoC architecture), low power consumption design, integration of AI acceleration units (NPUs), support for advanced codec standards such as HEVC and AV1, and enhanced edge intelligence capabilities. As smart devices require more local processing power, multimedia ICs are evolving from standalone audio/video processors to integrated ?multimedia + AI? platforms. Migration to advanced nodes, exploration of chiplet architectures and hardware-software co-optimization are key development directions.

Gross margins typically range from 30% to 55%. Mature consumer multimedia ICs generally achieve margins of 30%?40%, while high-end automotive or AI-integrated products may reach 45%?55%. Competition is intense, particularly in consumer electronics where pricing pressure is strong. Companies with proprietary core IP, self-developed architectures and system-level solution capabilities maintain stronger pricing power. Overall, this is a technology-driven semiconductor segment influenced by consumer electronics cycles but supported by long-term intelligent upgrade trends.

This report studies the global Multimedia ICs production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Multimedia ICs 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 Multimedia ICs that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Multimedia ICs total production and demand, 2021-2032, (Million Units)

Global Multimedia ICs total production value, 2021-2032, (USD Million)

Global Multimedia ICs production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Units), (based on production site)

Global Multimedia ICs consumption by region & country, CAGR, 2021-2032 & (Million Units)

U.S. VS China: Multimedia ICs domestic production, consumption, key domestic

manufacturers and share

Global Multimedia ICs production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Units)

Global Multimedia ICs production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

Global Multimedia ICs production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global Multimedia ICs 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 Samsung, Intel, Qualcomm, Broadcom, MediaTek, NVIDIA, AMD, STMicroelectronics, NXP Semiconductors, Texas Instruments, 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 Multimedia ICs 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 Multimedia ICs Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Multimedia ICs Market, Segmentation by Type:

Audio Codec IC

Video Codec IC

Image Signal Processor (ISP)

Video Processing And Scaling IC

Multimedia Processing SoC

Global Multimedia ICs Market, Segmentation by Interface Type:

HDMI Interface

MIPI Interface

PCIe Interface

Global Multimedia ICs Market, Segmentation by Integration Method:

Standalone Function IC

Highly Integrated SoC

AI-Accelerated Multimedia IC

Global Multimedia ICs Market, Segmentation by Application:

Smartphones and Tablets

Smart TVs and Home Entertainment Devices

Automotive Systems

Security Systems

Industrial Vision Systems

Companies Profiled:

Samsung

Intel

Qualcomm

Broadcom

MediaTek

NVIDIA

AMD

STMicroelectronics

NXP Semiconductors

Texas Instruments

Renesas Electronics

Analog Devices

Infineon

onsemi

Microchip Technology

Marvell Technology

Realtek

Sony

Skyworks Solutions

Cirrus Logic

Synaptics

ROHM

Silicon Labs

Novatek

Himax

OmniVision

Ambarella

Amlogic

Rockchip

Allwinner Technology

UNISOC

HiSilicon

Key Questions Answered:

1. How big is the global Multimedia ICs market?
2. What is the demand of the global Multimedia ICs market?
3. What is the year over year growth of the global Multimedia ICs market?
4. What is the production and production value of the global Multimedia ICs market?
5. Who are the key producers in the global Multimedia ICs market?
6. What are the growth factors driving the market demand?

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