

Global Multimedia ICs Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Multimedia ICs market size was valued at US\$ 49266 million in 2025 and is forecast to a readjusted size of US\$ 63200 million by 2032 with a CAGR of 3.6% during review period.

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 is a detailed and comprehensive analysis for global Multimedia ICs market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Multimedia ICs market size and forecasts, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Multimedia ICs market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit),

2021-2032

Global Multimedia ICs market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Multimedia ICs market shares of main players, shipments in revenue (\$ Million), sales quantity (Million Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Multimedia ICs

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Multimedia ICs market based on the following parameters - company overview, sales quantity, revenue, 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.

Market Segmentation

Multimedia ICs market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Audio Codec IC

Video Codec IC

Image Signal Processor (ISP)

Video Processing And Scaling IC

Multimedia Processing SoC

Market segment by Interface Type

HDMI Interface

MIPI Interface

PCIe Interface

Market segment by Integration Method

Standalone Function IC

Highly Integrated SoC

AI-Accelerated Multimedia IC

Market segment by Application

Smartphones and Tablets

Smart TVs and Home Entertainment Devices

Automotive Systems

Security Systems

Industrial Vision Systems

Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Multimedia ICs product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Multimedia ICs, with price, sales quantity, revenue, and global market share of Multimedia ICs from 2021 to 2026.

Chapter 3, the Multimedia ICs competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Multimedia ICs breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Multimedia ICs market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Multimedia ICs.

Chapter 14 and 15, to describe Multimedia ICs sales channel, distributors, customers, research findings and conclusion.

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