

# Flash Memory Card Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global flash memory card market size reached US\$ 8.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 11.0 Billion by 2028, exhibiting a growth rate (CAGR) of 4.9% during 2023-2028.

A flash memory card is a portable device that relies on nonvolatile semiconductor memory to store data, including documents, images, audio, videos and texts, on remote computing devices. It has a high-density storage capacity with less power consumption as compared to other storage devices. Besides this, it is less susceptible to mechanical damage and allows easy access to users for erasing and reprogramming the stored data. As a result, lightweight and compact-sized flash memory cards are gaining immense traction among consumers across the globe.

### Global Flash Memory Card Market Trends:

The rising utilization of smartphones, laptops, digital cameras, and wearable devices, along with the growing internet penetration, represents one of the leading factors positively influencing the demand for flash memory cards across the globe. Besides this, the data transfer rate for reading and writing flash memory cards is higher as compared to the traditional storage media, which is facilitating their adoption among consumers. They are compatible with most devices and do not require any external programming. In addition, the increasing number of gaming enthusiasts, the rising users of social media platforms, and the increasing trend of vlogging and pre-or post-wedding shots are offering lucrative growth opportunities to manufacturers. Apart from this, rapid urbanization, inflating disposable incomes, and improving standards of living across the globe are some of the other factors contributing to the market growth. Furthermore, rising sales of digital cameras and the escalating demand for high-resolution images

with near-perfect color reproduction are stimulating market growth. Moreover, leading market players are launching product variants with higher storage capabilities and more advanced technologies.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global flash memory card market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, distribution channel, and application.

#### Breakup by Product Type:

- Secure Digital (SD)
- Memory Sticks
- MultiMediaCard (MMC)
- Compact Flash
- Picture Card
- Smart Media

Secure digital (SD) flash memory cards represent the most popular product type as they are cost-effective, portable, and easily removable storage options, which can be easily accessed on personal computers (PCs) with less power consumption.

#### Breakup by Distribution Channel:

- Offline
- Online

The offline distribution channel presently holds the majority of the global flash memory card market share.

#### Breakup by Application:

- Smart Devices
- Cameras and Camcorders
- Others

Smart devices currently account for the highest market share due to the escalating demand for smartphones, smartwatches, and smart television (TV), along with the high

internet penetration.

### Regional Insights:

Asia Pacific

Europe

North America

Middle East and Africa

Latin America

The Asia Pacific exhibits a clear dominance in the market on account of the escalating demand for high storage memory solutions in different industries across the region.

### Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are SanDisk LLC, IMEC VZW, Corsair Gaming, Inc., G.SKILL International Enterprise Co., Ltd., Mushkin Inc., Kingston Technology Corporation, Samsung, SK Hynix Inc., Toshiba Corporation, and Transcend Information, Inc.

### Key Questions Answered in This Report

1. What was the size of the global flash memory card market in 2022?
2. What is the expected growth rate of the global flash memory card market during 2023-2028?
3. What are the key factors driving the global flash memory card market?
4. What has been the impact of COVID-19 on the global flash memory card market?
5. What is the breakup of the global flash memory card market based on the product type?
6. What is the breakup of the global flash memory card market based on the distribution channel?
7. What is the breakup of the global flash memory card market based on application?
8. What are the key regions in the global flash memory card market?
9. Who are the key players/companies in the global flash memory card market?

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