

Global Automotive Embedded Non-Volatile Memory Market Growth 2026-2032

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Abstracts

The global Automotive Embedded Non-Volatile Memory market size is predicted to grow from US\$ 1678 million in 2025 to US\$ 3570 million in 2032; it is expected to grow at a CAGR of 11.6% from 2026 to 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.

LP Information, Inc. (LPI) ' newest research report, the “Automotive Embedded Non-Volatile Memory Industry Forecast” looks at past sales and reviews total world Automotive Embedded Non-Volatile Memory sales in 2025, providing a comprehensive analysis by region and market sector of projected Automotive Embedded Non-Volatile Memory sales for 2026 through 2032. With Automotive Embedded Non-Volatile Memory sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Automotive Embedded Non-Volatile Memory industry.

This Insight Report provides a comprehensive analysis of the global Automotive Embedded Non-Volatile Memory landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Automotive Embedded Non-Volatile Memory portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Automotive Embedded Non-Volatile Memory market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive Embedded Non-Volatile Memory and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Automotive Embedded Non-Volatile Memory.

This report presents a comprehensive overview, market shares, and growth opportunities of Automotive Embedded Non-Volatile Memory market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

eFlash

eE2PROM

eOTP/eMTP

eFRAM

eMRAM

Others

Segmentation by Storage Function:

Code Storage

Data Storage

Parameter Storage

Segmentation by Storage Capacity:

?1MB

1MB-1GB

?1GB

Segmentation by Application:

Powertrain Control System

ADAS

Body Control Module

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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 Addressed in this Report

What is the 10-year outlook for the global Automotive Embedded Non-Volatile Memory market?

What factors are driving Automotive Embedded Non-Volatile Memory market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Automotive Embedded Non-Volatile Memory market opportunities vary by end market size?

How does Automotive Embedded Non-Volatile Memory break out by Type, by Application?

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