

Global Gaming HDDs and SSDs Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Gaming HDDs and SSDs market size is predicted to grow from US\$ 9274 million in 2025 to US\$ 12248 million in 2032; it is expected to grow at a CAGR of 8.1% from 2026 to 2032.

Gaming HDDs and SSDs refer to hard disk drives and solid-state drives that are developed, configured, certified, branded, sold or supplied as OEM/ODM finished storage products for gaming PCs, home consoles, handheld gaming devices and player-oriented content storage needs.

This category should not be treated as a simple aggregation of all consumer storage products; rather, it represents a gaming-use segmentation of client storage hardware where capacity expansion, faster game loading, low-latency access, platform compatibility, thermal stability, portability and sustained read/write performance are the core value drivers. Key product forms include PCIe Gen4 and Gen5 NVMe M.2 SSDs, heatsink-equipped PS5-compatible SSDs, M.2 2230 and 2242 SSDs for handheld gaming devices, Xbox proprietary storage expansion cards, external portable SSDs, gaming external HDDs, high-capacity desktop gaming HDDs and gaming-branded storage devices sold through enthusiast or esports-oriented channels.

Technically, these products are commonly defined by NVMe protocol, high-speed PCIe interfaces, 3D NAND, DRAM cache or Host Memory Buffer architecture, SLC cache, LDPC error correction, heatsink or thermal management structures, console compatibility and high-capacity configurations. For example, Sony specifies that PS5 M.2 SSD expansion requires a PCIe Gen4 x4 M.2 NVMe SSD within defined capacity, size and heat-dissipation parameters, and recommends a sequential read speed of 5,500MB/s or faster.

From a pricing perspective, gaming HDDs and SSDs show a clearly tiered price structure. Their market price is not determined by capacity alone, but by the combined effect of capacity, interface generation, console certification, thermal design, NAND configuration, brand positioning, form factor and sales channel. Gaming external HDDs are generally positioned as low-cost, high-capacity expansion products; mainstream 1TB-2TB PCIe Gen4 gaming SSDs form the core upgrade price band for PC and console users; heatsink-equipped high-performance SSDs, PCIe Gen5 SSDs, small-form-factor handheld SSDs and proprietary console expansion cards command higher specification, certification and ecosystem premiums. As public price references, Samsung announced MSRP levels of USD 179 for the 1TB 990 PRO and USD 309 for the 2TB model; Xbox lists the Seagate Storage Expansion Card for Xbox Series X/S at USD 199.99 ERP for 1TB, while the 4TB version is listed at USD 549.99; Seagate lists its 5TB FireCuda Gaming Hard Drive at USD 179.99 MSRP.

Therefore, for market-sizing purposes, this category is best defined as the market for high-performance and high-capacity finished HDD and SSD storage devices explicitly serving gaming terminals and player upgrade scenarios, rather than the entire consumer HDD and SSD market.

Gaming-oriented HDD and SSD storage devices should not be understood as a straightforward aggregation of the broader consumer hard drive and solid-state drive markets. Rather, they constitute a distinct sub-segment of high-performance and high-capacity client storage hardware, shaped by the storage requirements of gaming PCs, home consoles, handheld gaming devices and enthusiast-level content libraries. The core value proposition of this category lies in accelerating game loading, expanding local game-library capacity, reducing access latency, improving platform compatibility and sustaining stable performance under intensive read/write workloads, continuous thermal stress and portable cross-device usage. Major product forms include PCIe Gen4 and Gen5 NVMe M.2 SSDs, heatsink-equipped PS5-compatible SSDs, M.2 2230/2242 SSDs for handheld gaming devices, Xbox proprietary storage expansion cards, external portable SSDs, gaming external HDDs and high-capacity desktop gaming HDDs. Sony's official PS5 M.2 SSD requirements specify interface, capacity, form factor, thermal design and sequential read-speed parameters, including a recommended sequential read speed of 5,500MB/s or higher. This illustrates that gaming storage has moved beyond ordinary capacity expansion and has become a specialised hardware category defined by performance thresholds, platform certification and use-case-specific compatibility.

From a pricing perspective, gaming HDDs and SSDs display a clearly tiered structure. Pricing is not determined by capacity alone, but by a combination of interface generation, capacity band, NAND type, thermal design, console compatibility, brand positioning, portability and channel structure. Standard gaming external HDDs mainly compete on low cost per terabyte and remain suitable for game-library archiving and external backup. Mainstream 1TB-2TB PCIe Gen4 SSDs form the core upgrade price band for PC and console gamers. By contrast, high-end Gen4/Gen5 SSDs, PS5-compatible SSDs with integrated heatsinks, compact SSDs for handheld gaming devices and Xbox proprietary expansion cards command more visible performance, certification and ecosystem premiums. Accordingly, market sizing for this topic should neither adopt a broad 'all consumer SSD/HDD' scope nor be restricted only to SKUs carrying an explicit 'gaming' label. A more defensible approach is to focus on finished HDD and SSD products that clearly serve gaming terminals, player upgrades and console or handheld expansion scenarios, while setting separate pricing and ASP assumptions by product form.

On the supply side, the global gaming HDD and SSD industry exhibits a typical pattern of concentrated upstream capacity, fragmented module-level supply and globally distributed branding. In HDDs, the number of genuine manufacturing entities is highly concentrated, with production centred primarily in Asian manufacturing bases such as Thailand, China, Malaysia and the Philippines. Seagate states that its global manufacturing footprint extends across the United States, the United Kingdom, China, Malaysia, Singapore and Thailand, while Western Digital's 2025 annual report discloses manufacturing facilities outside the United States in China, Japan, Malaysia, the Philippines and Thailand. The SSD supply chain is structurally more complex. NAND Flash wafer fabrication is concentrated in manufacturing networks controlled by companies based in South Korea, Japan, China, Singapore and the United States, while gaming SSD module assembly, packaging and testing, firmware adaptation, licensed-brand OEM/ODM activity and finished-product supply are more heavily concentrated in Mainland China and Taiwan. This has created a globalised production system involving South Korea, Japan, Mainland China, Taiwan, Thailand, Singapore, Malaysia, the Philippines and the United States.

From a demand perspective, consumption of gaming HDDs and SSDs is concentrated in markets with large gamer populations, strong purchasing power for PC and console hardware, mature e-commerce and DIY channels, and high penetration of consoles and handheld gaming devices. In North America, the principal consumption markets are the United States, Canada and Mexico; the United States remains one of the world's most important markets for gaming hardware and enthusiast storage upgrades, with the ESA

reporting that 205.1 million Americans regularly play video games. In Asia, the core consumption countries and territories include China, Japan, South Korea, Taiwan, Indonesia, Thailand, Vietnam, Malaysia, Singapore and the Philippines. China benefits from a very large gaming user base and mature DIY/e-commerce channels, while Japan and South Korea have established demand foundations across consoles, handheld devices, high-performance PCs and esports. In Europe, the key consumption markets include the United Kingdom, Germany, France, Italy, Spain, the Netherlands, the Nordic countries and Poland. The UK video games consumer market reached ?8.76 billion in 2025, while Germany?s games, games hardware and online gaming services market reached approximately ?9.4 billion in 2025.

In emerging regions, the principal gaming-storage consumption markets in South America include Brazil, Argentina, Chile, Colombia and Peru, with Brazil standing out as the most important gaming market in the region due to its player base, esports culture and demand for PC and console hardware. In the Middle East and Africa, the main consumption markets include Saudi Arabia, the United Arab Emirates, T?rkiye, South Africa, Egypt, Nigeria and Kenya. Saudi Arabia and the United Arab Emirates have comparatively strong demand for premium gaming hardware, while Saudi Arabia is also using its National Gaming and Esports Strategy to develop a domestic gaming and esports ecosystem. Compared with North America, Asia and Europe, South America, the Middle East and Africa place greater emphasis on affordability, channel availability and product durability in gaming HDDs and SSDs. Nevertheless, as esports, consoles, handheld devices and PC gaming hardware continue to diffuse across these regions, they are expected to become important sources of medium- to long-term incremental demand.

From a competitive standpoint, the gaming HDD and SSD market can be divided into three broad groups of participants. The first group consists of upstream manufacturers with HDD, NAND or core storage technology capabilities, including Seagate, Western Digital, Toshiba, Samsung, SanDisk, KIOXIA, Micron, SK hynix and YMTC. The second group consists of SSD module suppliers and consumer storage brands with strong channel access and finished-product branding capabilities, including Kingston, ADATA/XPG, TeamGroup, Longsys/Lexar, BIWIN/Predator, Corsair, PNY, Sabrent, Patriot, Apacer, Silicon Power and Addlink. The third group consists of controller and solution providers such as Phison, Silicon Motion and Maxio. Going forward, competitive differentiation will no longer be determined solely by sequential read/write speeds. Instead, the basis of competition is likely to shift towards capacity, price, thermal management, platform certification, compact form factors for handheld devices, supply security, channel coverage and brand trust. Micron?s official decision to exit the

Crucial consumer business and reallocate resources towards higher-growth strategic customers and data-centre demand further indicates that AI and data-centre workloads are reshaping storage capacity allocation, with potentially lasting implications for pricing, supply availability and brand structure in consumer and gaming SSDs.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Gaming HDDs and SSDs and breaks down the forecast by Product Form, 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 Gaming HDDs and SSDs.

This report presents a comprehensive overview, market shares, and growth opportunities of Gaming HDDs and SSDs market by product type, application, key players and key regions and countries.

Segmentation by Product Form:

Internal NVMe SSD

External Portable SSD

Gaming External HDD

Performance Desktop HDD

Proprietary Console Expansion Card

Other

Segmentation by Supplier Role:

Entry Gaming Storage

Mainstream Gaming SSD

Premium / Enthusiast SSD

Large-capacity Archive HDD

Proprietary Premium Console Storage

Segmentation by Capacity Band:

Below 1TB

1TB

2TB

4TB

8TB and Above

Other

Segmentation by Supplier Role:

HDD Manufacturer

NAND Manufacturer with SSD Brand

SSD Module / Brand Supplier

Licensed OEM / ODM

Controller / Solution Supplier

Distributor / Retailer

Segmentation by Application:

Gaming PC

PlayStation Console

Xbox Console

Handheld Gaming PC

Multi-device Portable Gaming

Other

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 analyzing the company's coverage, product portfolio, its market penetration.

Samsung Electronics Co., Ltd.

Sandisk Corporation

Seagate Technology Holdings plc

Kingston Technology Corporation

Western Digital Corporation

Micron Technology, Inc.

ADATA Technology Co., Ltd.

Shenzhen Longsys Electronics Co., Ltd.

BIWIN Storage Technology Co., Ltd.

KIOXIA Corporation

SK hynix Inc.

Toshiba Electronic Devices & Storage

Corsair Gaming, Inc.

Team Group Inc.

PNY Technologies, Inc.

Sabrent

Patriot Memory LLC

Apacer Technology Inc.

Silicon Power

Addlink Technology Corp.

GIGABYTE Technology

MSI

ASUSTeK Computer

Yangtze Memory Technologies

Powev Electronic Technology

Netac Technology

Transcend Information

Phison Electronics Corp.

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