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Embedded Multimedia Card (eMMC) Market Forecasts to 2032 – Global Analysis By Capacity (2GB–8GB, 16GB–32GB, 64GB–128GB and 256GB & Above), Application (Smartphones, Tablets, Digital Cameras, Laptops/Chromebooks, GPS Systems, Medical Devices, Drones and Wearable Devices and Other Applications), End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Embedded Multimedia Card (eMMC) Market is accounted for $12.6 billion in 2025 and is expected to reach $17.9 billion by 2032 growing at a CAGR of 5.2% during the forecast period. Embedded Multimedia Card (eMMC) is a type of integrated memory widely used in smartphones, tablets, consumer electronics, and automotive applications for data storage. It combines flash memory and a controller in a compact package, providing a cost-effective, power-efficient, and reliable storage solution. eMMC is relevant in entry-level and mid-range markets. The demand is driven by low-cost devices, industrial systems, and IoT solutions requiring dependable embedded storage with simplified architecture and extended lifecycle support.

Market Dynamics:

Driver:

Cost-effective storage solution for entry-level devices

eMMC offers an affordable storage option for entry-level devices, making it an attractive choice for manufacturers aiming to balance performance and cost. Its low power

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consumption and compact form factor further enhance its suitability for budget-friendly smartphones, tablets, and IoT devices. This affordability enables widespread adoption in emerging markets, where cost sensitivity is paramount. Additionally, eMMC's established manufacturing processes contribute to its cost-effectiveness, ensuring scalability and consistent supply.

Restraint:

Declining demand in high-end smartphones

The high-end smartphone segment increasingly favors advanced storage technologies like UFS (Universal Flash Storage) and NVMe-based SSDs, which offer superior data transfer speeds and performance. These technologies cater to the growing demand for high-resolution media, gaming, and multitasking capabilities. Consequently, eMMC's presence in premium smartphones is diminishing, limiting its growth potential in this lucrative market segment. Moreover, the rapid technological advancements and consumer expectations for faster devices further accelerate the shift away from eMMC in high-end applications.

Opportunity:

Growth of budget and mid-range smart devices

The expanding market for budget and mid-range smartphones presents significant growth opportunities for eMMC. As consumers in emerging economies seek affordable yet capable devices, eMMC's cost-effectiveness and adequate performance make it an ideal storage solution. Manufacturers can leverage eMMC to offer competitive pricing without compromising essential functionalities. Additionally, the increasing adoption of IoT devices and wearables in these markets further drives the demand for eMMC, positioning it as a key enabler in the proliferation of connected technologies.

Threat:

Rapid shift toward UFS and SSDs

The accelerated transition towards UFS and SSD technologies poses a significant threat to eMMC's market share. These alternatives provide enhanced data transfer speeds, reliability, and scalability, aligning with the evolving requirements of modern applications. As industries such as automotive, industrial automation, and high-

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performance computing demand higher storage capabilities, the preference for UFS and SSDs intensifies. This shift undermines eMMC's competitiveness, compelling stakeholders to innovate and adapt to maintain relevance in the storage solutions market.

Covid-19 Impact:

The COVID-19 pandemic disrupted global supply chains, affecting the production and distribution of eMMC components. Manufacturing delays and logistical challenges led to shortages and increased lead times. However, the surge in demand for consumer electronics during lockdowns, driven by remote work and entertainment needs, partially offset these challenges. The pandemic underscored the importance of resilient supply chains and accelerated digital transformation, influencing future strategies in the eMMC market.

The 256GB and above segment is expected to be the largest during the forecast period

The 256GB and above segment is expected to account for the largest market share during the forecast period, driven by the increasing need for higher storage capacities in smartphones, tablets, and automotive infotainment systems. Consumers and manufacturers are prioritizing devices that can handle large media files, applications, and data-intensive tasks. Additionally, advancements in eMMC technology have enabled higher-density storage solutions, making them more accessible and cost-effective for a broader range of applications.

The automotive segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the automotive segment is predicted to witness the highest growth rate, attributed to the increasing integration of advanced driver-assistance systems (ADAS), infotainment, and telematics in vehicles, all of which require reliable and high-capacity storage solutions. eMMC's durability and performance in automotive environments make it a preferred choice for manufacturers. Moreover, the push towards connected and autonomous vehicles further propels the demand for embedded storage solutions, positioning eMMC as a critical component in the automotive sector.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

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share, driven by the presence of major consumer electronics manufacturers and a high demand for smartphones, tablets, and IoT devices. Countries like China, South Korea, and Japan are at the forefront of technological advancements and production capabilities. Additionally, the region's robust supply chain infrastructure and cost-effective manufacturing processes contribute to its leading position in the eMMC.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by the rapid adoption of digital technologies, increasing smartphone penetration, and expanding automotive sectors in emerging economies. The region's focus on innovation, coupled with supportive government initiatives and investments in infrastructure, accelerates the demand for embedded storage solutions like eMMC. As a result, Asia Pacific is poised to lead in both market share and growth rate in the eMMC industry.

Key players in the market

Some of the key players in Embedded Multimedia Card (eMMC) Market include Samsung Electronics, Kioxia Corporation, Western Digital, Micron Technology, SK hynix, Kingston Technology, Transcend Information, Phison Electronics, Silicon Motion Technology, Greenliant Systems, ATP Electronics, Alliance Memory, Etron Technology, Apacer Technology, Innodisk Corporation, ADATA Technology, Flexxon Pte Ltd, SMART Modular Technologies, Longsys (FORESEE), and Silicon Power.

Key Developments:

In August 2025, SK hynix presented their comprehensive memory solutions at FMS 2025 in August, showcasing 19 NAND solution products including various embedded storage solutions. Their display included the PEB110 E1.S built on 238-layer 4D NAND and the PQC21, their first QLC SSD for PCs.

In August 2025, At FMS 2025 in August, KIOXIA showcased their breakthrough flash storage solutions, highlighting their BiCS FLASH™ generation 8, 9, and 10 3D flash memory technologies that power their embedded storage solutions.

In September 2023, KIOXIA announced significant developments in their eMMC portfolio introducing next-generation e-MMC ver. 5.1-compliant embedded flash memory products featuring their latest BiCS FLASH™ 3D flash memory technology. The

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new devices offer substantial performance improvements.

Capacities Covered:

- 2GB %- %8GB
- 16GB %- %32GB
- 64GB %- %128GB
- 256GB and Above

Applications Covered:

- Smartphones
- Tablets
- Digital Cameras
- Laptops/Chromebooks
- GPS Systems
- Medical Devices
- Drones and Wearable Devices
- Other Applications

End Users Covered:

- Consumer Electronics
- Automotive
- Aerospace and Defense

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- Industrial
- Healthcare
- IT and Telecom
- Other End Users

Regions Covered:

- North America
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  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China

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Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment

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Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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