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Embedded Multimedia Card Market Forecasts to 2032 – Global Analysis By Type (NAND Flash, DRAM and eMMC), Storage Capacity, Interface, Packaging Type, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Embedded Multimedia Card Market is accounted for $12.3 billion in 2025 and is expected to reach $17.4 billion by 2032 growing at a CAGR of 3.5% during the forecast period. Embedded Multimedia Cards are a type of non-volatile flash storage commonly found in smartphones, tablets, and budget laptops. An eMMC chip combines a NAND flash memory component and a controller onto a single piece of silicon. This integrated design simplifies the host device's motherboard, as the controller handles complex data management tasks like wear-leveling and error correction. Unlike removable SD cards, an eMMC is soldered directly onto the device’s motherboard, making it a permanent and durable storage solution. eMMCs offer a balance of affordability, compact size, and decent performance.

According to the Consumer Technology Association (CTA), the robust growth of affordable IoT devices and smart home appliances in emerging economies continues to sustain demand for cost-effective, high-density NAND flash storage solutions.

Market Dynamics:

Driver:

Growing adoption in smartphones and tablets

The embedded multimedia card market is primarily driven by the rising integration of eMMC storage in smartphones and tablets, owing to its compact design and cost-

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effectiveness. As mobile devices increasingly demand faster data access and optimized storage solutions, eMMC provides a reliable balance between performance and affordability. The exponential growth of mobile internet usage, app downloads, and multimedia consumption further strengthens adoption. Fueled by surging demand in emerging economies, smartphones and tablets remain the largest consumers of eMMC technology.

Restraint:

Limited scalability compared to SSD solutions

A significant restraint for the eMMC market is its limited scalability compared to advanced solid-state drive (SSD) solutions. While eMMC is cost-effective and space-efficient, it lacks the higher storage capacities and faster read/write speeds offered by SSDs. As data-intensive applications like gaming and 4K video streaming rise, manufacturers face challenges in meeting performance expectations. Furthermore, SSDs are becoming more affordable, narrowing the cost advantage of eMMC. Consequently, limited scalability constrains eMMC’s competitiveness in high-end consumer and enterprise storage applications.

Opportunity:

Rising adoption in industrial automation equipment

The eMMC market is witnessing promising opportunities with increasing adoption in industrial automation equipment and embedded systems. Industrial devices require reliable, durable, and compact memory solutions capable of operating in harsh environments, where eMMC fits well. Spurred by Industry 4.0 advancements, demand for embedded storage in robotics, control systems, and IoT devices is growing rapidly. Moreover, eMMC’s low power consumption and robust performance under industrial workloads strengthen its appeal. This expanding industrial adoption opens lucrative pathways beyond consumer electronics applications.

Threat:

Competition from emerging flash memory technologies

The embedded multimedia card market faces threats from emerging flash memory technologies such as UFS (Universal Flash Storage) and NVMe. These advanced

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solutions offer significantly faster data transfer speeds and higher performance, attracting adoption in flagship devices. As manufacturers transition to superior alternatives, eMMC risks losing relevance in premium applications. Furthermore, the rapid pace of innovation in flash storage accelerates competitive pressure. Without technological upgrades, eMMC may remain confined to low-to-mid-tier devices, threatening its long-term market sustainability.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the eMMC market. On one hand, disruptions in semiconductor supply chains and manufacturing delays temporarily constrained production. On the other, remote work, online learning, and rising demand for consumer electronics fueled strong consumption of eMMC-based devices. Post-pandemic, renewed investments in digital infrastructure, combined with accelerated adoption of connected devices, have sustained growth. The crisis highlighted the importance of cost-efficient storage solutions, positioning eMMC as a stable choice in price-sensitive electronics segments.

The NAND flash segment is expected to be the largest during the forecast period

The NAND flash segment is expected to account for the largest market share during the forecast period, owing to its ability to deliver high-density storage with low power consumption. NAND flash is widely integrated into smartphones, tablets, cameras, and automotive electronics, making it the backbone of eMMC solutions. Its affordability and compatibility with compact designs strengthen dominance in portable devices. Additionally, advancements in multi-level cell and 3D NAND technologies enhance storage capacities, further consolidating NAND flash’s leadership in the eMMC market.

The high-speed interface segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the high-speed interface segment is predicted to witness the highest growth rate, impelled by increasing demand for faster boot times and enhanced application performance. Modern devices such as wearables, infotainment systems, and mid-range smartphones rely heavily on high-speed eMMC interfaces to ensure smooth user experiences. The rise of IoT and AI-enabled electronics further accelerates this trend. With manufacturers striving to meet consumer expectations for quick responsiveness, high-speed interfaces are set to record rapid adoption across industries.

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Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by its dominance in semiconductor manufacturing and consumer electronics production. Countries like China, South Korea, Taiwan, and Japan host leading memory chip makers, ensuring strong supply capabilities. Rapid smartphone adoption, expanding automotive electronics, and rising demand for low-cost storage further support growth. Additionally, government initiatives to strengthen domestic semiconductor industries amplify regional leadership. Asia Pacific remains the central hub for eMMC demand and supply.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, attributed to increasing adoption of connected devices, industrial automation, and automotive electronics. The U.S. leads with strong R&D investments and demand for advanced embedded memory in consumer and enterprise applications. Growth in IoT deployments, combined with high adoption of digital healthcare and smart wearables, drives regional expansion. Moreover, collaborations between tech giants and semiconductor manufacturers reinforce market opportunities, making North America the fastest-growing region.

Key players in the market

Some of the key players in Embedded Multimedia Card Market include Samsung Electronics, SK Hynix, KIOXIA Corporation, Western Digital, Micron Technology, Phison Electronics, Kingston Technology, Longsys, Silicon Motion Technology, BIWIN Storage Technology, SMART Global Holdings, Transcend Information, Swissbit, Flexxon, Greenliant Systems, and ADATA Technology.

Key Developments:

In August 2025, Samsung Electronics launched its next-generation Embedded Multimedia Card featuring enhanced data transfer speeds and improved reliability. The product targets automotive and industrial applications requiring durable and high-performance storage solutions.

In July 2025, SK Hynix introduced an advanced eMMC product with increased capacity

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and optimized power efficiency. This was designed to meet rising demands in mobile devices and Internet of Things (IoT) applications.

In June 2025, KIOXIA Corporation rolled out new eMMC solutions incorporating advanced error correction and security features, addressing critical data integrity and protection requirements in consumer electronics and automotive markets.

Types Covered:

- NAND Flash
- DRAM
- eMMC

Storage Capacities Covered:

- Less Than 8GB
- 8GB To 16GB
- 16GB To 64GB
- 64GB To 128GB
- More Than 128GB

Interfaces Covered:

- High-Speed Interface
- Standard Interface

Packaging Types Covered:

- Ball Grid Array (BGA)

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Package On Package (PoP)

Chip On Board (CoB)

Applications Covered:

Smartphones

Tablets

Digital Cameras

GPS Systems

E-readers

Other Applications

End Users Covered:

Consumer Electronics

Automotive

Aerospace & Defense

Industrial

Other End Users

Regions Covered:

North America

US

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- Canada
- Mexico

Europe

- Germany
- UK
- Italy
- France
- Spain
- Rest of Europe

Asia Pacific

- Japan
- China
- India
- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina

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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 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)

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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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