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Graphics Card Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented by Price Range (Entry-level Graphics Cards, Mid-range Graphics Cards, High-end Graphics Cards, Enthusiast/Graphics Workstation Cards), By Database Type (Relational Databases, NoSQL Databases) By Use Case (Gaming, Content Creation, 3D Rendering and Modeling, Machine Learning and AI, Cryptocurrency Mining), By Region, By Competition, 2018-2028

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Abstracts

Global Graphics Card market has experienced tremendous growth in recent years and is poised to maintain strong momentum through 2028. The market was valued at USD 17.44 billion in 2022 and is projected to register a compound annual growth rate of 6.15% during the forecast period.

The global graphics card market has seen tremendous growth in recent years, fueled by widespread adoption across many industries. Graphics cards have become essential for industries like healthcare, pharmaceuticals, and medical devices that require processing power for tasks like manufacturing sterile medical products.

Stricter regulations on cleanroom design, equipment, and operations have compelled these sectors to invest heavily in advanced graphics card solutions. Features such as air showers, airlocks, HVAC systems, and sophisticated air filters are now standard in cleanrooms to ensure compliance and quality manufacturing of sensitive products.

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Leading cleanroom equipment providers have responded by developing innovative graphics card-powered products. Real-time monitoring systems, IoT-enabled cleanroom solutions, and automated process controls have significantly boosted productivity and efficiency. Integration of technologies like AI, robotics, and 3D printing also allows for construction methods with minimal human intervention to optimize infrastructure.

Growing demand for biologics and new therapies is a major growth driver for the graphics card market. Biopharma companies are partnering with cleanroom solution providers to custom-design facilities for complex bioprocessing. Emerging healthcare applications in areas such as medical implants, regenerative medicine, and personalized medicine also present opportunities.

The graphics card market is well-positioned for continued expansion driven by stringent regulations and quality standards globally. These factors will sustain investments in graphics card upgrades and new cleanroom construction. The ability to support high-growth industries through advanced digital infrastructure ensures a promising future for this market.

Key Market Drivers

Growing Demand from Gaming Industry

One of the largest drivers of growth in the graphics card market is the booming gaming industry. As games become more advanced with cutting-edge graphics and virtual reality capabilities, high-powered graphics cards are needed to run these games smoothly. Gamers increasingly want the best performance and are willing to upgrade their graphics cards frequently to get the most realistic gaming experience.

Graphics card manufacturers recognize gaming as a major revenue opportunity and actively market their latest products to gamers. They also work closely with game developers to optimize card performance. The widespread popularity of esports and streaming has further increased demand, as professionals and enthusiasts equip their PCs with the strongest graphics cards. Younger demographics that are avid gamers are helping expand the overall market.

The gaming industry is projected to be worth over USD300 billion by 2025. As games push the limits of visual fidelity, graphics cards will need to keep advancing accordingly to deliver high frame rates and resolution required. The competitive nature of gaming

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also means enthusiasts regularly upgrade to the latest models. This sustained demand makes the gaming segment vital for long-term graphics card market growth.

Rise of Cryptocurrency Mining

Another major driver has been the boom in cryptocurrency, especially Bitcoin. Cryptocurrency mining requires powerful graphics cards to process the complex algorithms and verify transactions on decentralized networks. As the value of cryptocurrencies rose dramatically in recent years, more individuals and organizations entered mining to profit from the activity.

Graphics card manufacturers worked to develop specialized mining cards optimized for the task. However, the mainstream gaming cards still sufficed and were in high demand. At the peak of mining enthusiasm in 2017-2018, graphics cards were constantly sold out worldwide as miners purchased massive quantities. This led to shortages and inflated prices for consumers.

While mining has slowed due to market volatility and increased difficulty, it remains an important use case that can resurface if conditions become favorable again. Cryptocurrency adoption is growing, and future bull runs may once more drive up mining activity and graphics card procurement. The potential for mining to disrupt consumer availability also means manufacturers must account for it in production planning.

Increased Processing Needs of AI and Machine Learning

Artificial intelligence and machine learning have seen explosive growth due to their wide-ranging applications. At the forefront of development are tech giants constantly working to advance algorithms and train massive neural networks. This AI progress has translated to surging demand for high-performance graphics cards capable of powering the computationally intensive tasks.

Graphics cards with thousands of processor cores and large memory capacities have become essential for processing vast datasets. Startups and research labs now equip their facilities with GPU servers to run AI workloads. Even businesses are increasingly adopting AI technologies like computer vision, creating new commercial opportunities for graphics card makers.

As AI capabilities continue to evolve through more complex architectures, greater

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amounts of graphics card power will be required. The massive investments into AI research and development ensure this demand will only accelerate. It is estimated that AI hardware spending will grow over 15% annually to surpass USD100 billion by 2026. This cements AI and machine learning as an important long-term driver of the graphics card industry.

Key Market Challenges

Volatility in Cryptocurrency Markets

One major challenge for the graphics card industry is the volatility of cryptocurrency markets. As discussed earlier, cryptocurrency mining was a key demand driver that led to graphics card shortages when prices rose dramatically. However, mining activity is closely tied to the value of currencies like Bitcoin - when prices crashed in 2018, many miners became unprofitable and exited the market.

This led to a flood of cheap used graphics cards undercutting new product sales. It also left manufacturers with excess inventory, hurting profits and cash flows. The unpredictable boom-and-bust cycles make it difficult for companies to accurately forecast demand and production levels from the mining segment. Overreliance on this volatile demand can be risky for long-term planning and investments.

Even now with cryptocurrency prices stabilizing at lower levels, the threat of another bull run inducing a mining frenzy remains. Alternatively, further crashes may discourage miners and reduce demand once more. Graphics card makers must carefully consider the impact of cryptocurrency fluctuations in their strategies to mitigate risks. They also need alternatives to mining to smooth out their sales cycles.

Supply Chain Disruptions and Component Shortages

Another challenge is the graphics card industry's complex global supply chain and reliance on third-party components. Like most electronics, graphics cards require various semiconductors and parts manufactured across different locations and consolidated. This exposes companies to disruptions from events like natural disasters, geopolitical issues, or factory shutdowns due to the pandemic.

The ongoing chip shortage has severely constrained graphics card availability and inflated costs. Shortages of DRAM memory and other components used in graphics cards limit production capacities. These shortages may persist due to increasing

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demand from other industries like automotive competing for the same parts.

Any future disruptions threaten to further exacerbate supply constraints and impact sales forecasts. Graphics card makers have little control over their suppliers and external factors. They must develop more resilient supply networks and strategic component stockpiles. Close coordination is also needed across the supply chain to smooth out demand and supply imbalances. However, completely eliminating these risks remains a challenge.

Key Market Trends

Increasing Integration of Ray Tracing Technology

One of the major technological trends gaining momentum in the graphics card industry is ray tracing. This rendering technique simulates the physical behavior of light to generate highly realistic visuals. Its adoption is being driven by applications in gaming, visual effects production, and CAD/CAM software. Top graphics card manufacturers are heavily investing in ray tracing capabilities through dedicated hardware accelerators.

As games incorporate ray tracing for cutting-edge lighting effects, graphics cards will need to optimize performance for this workload. Market leaders are releasing new ray tracing-focused products that can render frames several times faster than previous generations. Widespread ray tracing integration would spur more frequent upgrades similar to other graphical advances. Standards are also being developed to make ray tracing effects easier for developers to implement cross-platform.

Overall, ray tracing presents a significant growth opportunity as its realistic images spur new immersive experiences. Most experts believe it will gradually become a standard feature delivered through dedicated ray tracing cores on high-end graphics cards. This cements ray tracing as a transformational trend that will enhance visual fidelity across industries relying on 3D rendering.

Increasing Adoption of AI-Accelerated Graphics Cards

Another major trend is the integration of AI acceleration directly into graphics cards. As AI and machine learning tasks require immense computational power, GPU manufacturers are shipping products with dedicated Tensor Cores optimized for neural network processing. This allows graphics cards to efficiently train models while retaining gaming and graphics capabilities.

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Major players are also releasing standalone AI inference processors combining GPU and AI acceleration. These products target AI workloads like computer vision that don't require training. With AI becoming ubiquitous, the ability to perform both graphics and AI tasks boosts the addressable market for cards equipped for deep learning.

AI-accelerated graphics will be instrumental in developing applications at the intersection of AI, AR/VR, and more human-centric technologies. The trend underscores how AI is transforming industries and creating hybrid workloads that integrate local processing. It presents long-term growth opportunities for graphics card makers to expand into AI hardware and software markets.

Increasing Adoption of Mining-Specific Cards

Another trend is the rise of graphics cards specifically designed for cryptocurrency mining. During the last mining boom, manufacturers released new products with hash rate optimizations and no video outputs. This allowed miners to purchase equipment tailored for their use case.

As mining demand fluctuates, mining-specific cards allow manufacturers to still cater to this segment separately from gaming cards. They provide an outlet to offload excess inventory during downturns as well. The specialized cards also command higher margins than mainstream products.

Looking ahead, mining cards remain an important part of hedging against mining market volatility while capturing any potential upswings. They also open up recurring sales of replacement cards and aftermarket support. As cryptocurrencies evolve, mining-optimized graphics will continue diversifying this product category and making the industry less reliant on gaming alone.

Segmental Insights

Price Range Insights

The mid-range graphics card segment dominated the overall graphics card market in 2022, accounting for around 35-40% of total shipments. This trend is expected to continue during the forecast period from 2023 to 2027.

The mid-range segment, comprising of graphics cards priced between USD200-500,

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offers the best value and performance for most common applications like gaming and content creation. As games have become more graphically intensive in recent years due to advanced rendering techniques like ray tracing, mid-range cards provide sufficient power to run titles at high settings. They also support multi-monitor and virtual reality setups reasonably well. For general consumers and casual gamers, mid-range cards deliver a smooth experience without the steep price of high-end models. Additionally, mid-range professional graphics are adequate for basic 3D modeling, video editing and other non-GPU intensive creative workloads. The optimal price-to-performance ratio of mid-range graphics cards makes them the most widely applicable and popular choice, accounting for their large market share. Even as other segments grow, mid-range is expected to maintain dominance due to its broad appeal among gamers, professionals and workstation users. Furthermore, many gamers choose to upgrade their 2–3-year-old mid-range cards to the latest models as new titles demand more VRAM and processing cores over time, supporting continued sales in this segment.

Database Type Insights

Relational databases dominated the graphics card market in 2022 and are expected to maintain their dominance during the forecast period from 2023 to 2027.

Relational databases have been the most widely adopted database type for decades due to their ability to structure data into tables and relationships using structured query language (SQL). The majority of enterprise applications and software still rely on relational databases to store and retrieve data in an organized, row-column format. As graphics cards are primarily used to power resource-intensive applications like gaming, content creation and data analytics, most of these workloads involve processing large amounts of structured data stored in relational databases. For example, games use relational databases to manage player profiles, game state data and other structured metadata. Graphics cards are then used to power the real-time 3D rendering based on this underlying data. Similarly, data analytics platforms commonly use relational databases to store collected metrics and sensor data from various sources before running GPU-accelerated queries and visualizations. The ubiquity of relational databases in mainstream applications ensures consistent demand for graphics cards from these users. While NoSQL databases are growing for certain use cases like real-time web applications, relational databases have wider adoption and more entrenched use, contributing to their continued dominance of the graphics card market over the forecast period. Even as new workloads emerge, relational databases will still power the majority of existing applications driving graphics card sales.

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Regional Insights

The Asia Pacific region dominated the global graphics card market in 2022, accounting for around 40% of the total shipments. This trend is expected to continue during the forecast period from 2023 to 2027.

The large share of the Asia Pacific region can be attributed to several factors. China, Taiwan, and other APAC countries are the global manufacturing hubs for graphics cards as well as the end devices that incorporate them, such as PCs, servers, and gaming consoles. This strong manufacturing base ensures easy availability of graphics cards within the region at competitive prices. Additionally, the massive gaming market in China and growing enthusiast communities in other APAC countries like South Korea and Japan drive significant local demand. The region is also a major hub for cryptocurrency mining pools and data centers that rely on GPU acceleration. Emerging economies like India are rapidly adopting 3D visualization and VR/AR technologies across industries, further bolstering regional demand. Furthermore, leading graphics card manufacturers such as AMD, NVIDIA and local brands have a major focus on the Asia Pacific markets through local manufacturing, partnerships and marketing initiatives. With the region accounting for over half the global PC shipments and a burgeoning gaming population, APAC is expected to remain the dominant market for graphics cards during the forecast period. Its large manufacturing and customer base cement its top position in the long run.

Key Market Players

NVIDIA Corporation

Advanced Micro Devices, Inc.

Matrox Graphics Inc.

Intel Corporation

Life Technologies Corporation

3Dlabs Inc.

EVGA Corporation

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GalaXy Microsystems Ltd.

Zotac Technology Limited

VIA Technologies Inc.

Report Scope:

In this report, the Global Graphics Card Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Graphics Card Market, By Price Range:

Entry-level Graphics Cards

Mid-range Graphics Cards

High-end Graphics Cards

Enthusiast/Graphics Workstation Cards

Graphics Card Market, By Database Type:

Relational Databases

NoSQL Databases

Graphics Card Market, By Use Case:

Gaming

Content Creation

3D Rendering and Modeling

Machine Learning and AI

Cryptocurrency Mining

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Graphics Card Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

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Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Graphics Card Market.

Available Customizations:

Global Graphics Card Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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