



# OBJECTIVE ANALYSIS

# Coughlin Associates

Semiconductor Market Research

Data Storage Consulting

## EMERGING MEMORIES ENTER NEXT PHASE

*2022 Update Now Available*

Emerging memories have moved from introduction into volume production, to eventually threaten or replace today’s mainstream technologies. This report, the fifth annual update from Objective Analysis and Coughlin Associates, exhaustively examines both discrete memory chips and the embedded memories within SoCs, to explain how and why today’s mainstream memories will yield their markets to these new contenders. This is a complete source of technical information, market dynamics, forecasts, and strategy, with competitive analyses of 120 leading companies. Forecasts show how the markets will grow not only for the emerging memory technologies themselves, but also for the capital equipment used to produce them, with details of the competitive landscape and market drivers for these new memories, and explanations of how to profit from tomorrow’s market. Use this study to begin your company’s successful emerging memory strategy.

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