

Memory for Cell Phones to Grow at 43% CAGR

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How much NAND flash will penetrate into the cell phone market is a hot topic in the handset industry particularly with cell phones demand growing to be one of the largest end product categories driving semiconductor demand, according to Semico Research Corp.

The cell phone unit handset market is expected to grow at a CAGR of 15 percent over the next five years, with the memory for handsets growing at a CAGR of 43 percent, Semico's research indicates.

In this space, NAND memory is expected to be a growing piece of cell phone memory with digital photography and camera phone applications driving demand, leaving Semico to question when NAND will surpass NOR.

Technical analysis shows that the NOR/NAND option is not a straightforward choice and Semico expects both architectures to co-exist through the forecast period, but then NAND megabyte shipments into the cell phone market will outstrip NOR shipments by 2006.