Whatever Happened to Emerging Memory?

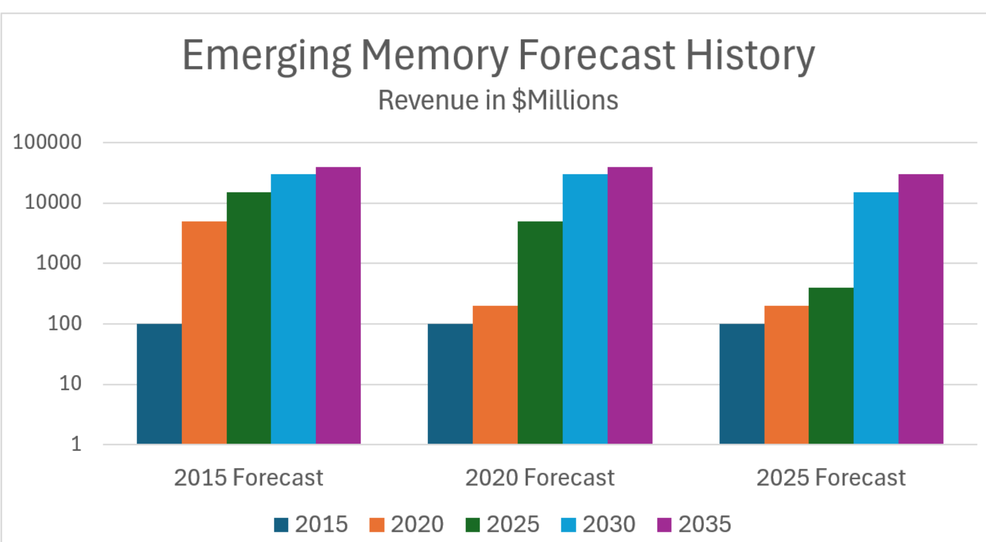
Back in 2015, many of us predicted emerging memories would replace or augment NOR, NAND, DRAM. Better performance, better scaling, NVM RAM applications.

We predicted emerging memories would grow to 10-20% of memory revenue. Some people even predicted 10s of billion of dollars by 2030.

Since then, the short term forecast has been cut 2 order of magnitude to match reality. MKW Ventures stopped predicting any longer term significant market share but others continue to predict NAND, DRAM, and NOR replacements with $30B in revenue in the 2030s

Reality is:

- NAND and DRAM are scaling faster than emerging memories
- NAND and DRAM are growing in revenue and bits faster than emerging memories
- Even the best replacement, FerroElectric RAM, is not on track to take even 1% of market share
- The Super Memory Boom has people building new NAND and DRAM Fabs, Not emerging memory fabs.
- Even NOR, which can easily be replaced by MRAM, RRAM, FE RAM is outselling those products by 10x
- Emerging memory revenue is well under 1 Billion in 2026



Why are emerging memories in a permanent niche?

Why do people continue to predict significant growth in the future?

Contact us to discuss why this is happening and why we are not on track to change

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