

NO.01 JAN 25 MEMPHIS MEMORY ESSENTIALS

Everything you need to know about the semiconductor memory industry, from legacy technologies to latest innovations.

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January brings the... memory flow?

Well, usually it is that way that the new year sees the market invigorated, ready for a fresh start. This year it is all different. The difficult market conditions continue in 2025: The oversupply in NAND is still a reality and DRAM buying remains cautious. It will take a while for this to change.

Our President, Marco Mezger, has shared his **5 predictions for the memory market in 2025** with evertiq earlier this month and of course, we share it with you.

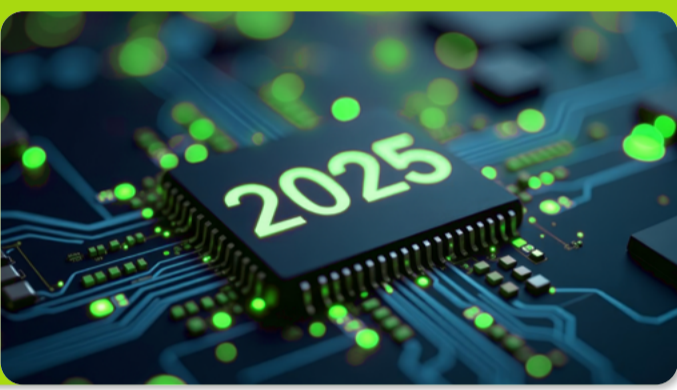
From a technology point of view, 2025 also promises to bring a wealth of innovation, “unlike anything seen for decades”, as **semiconductor engineering** puts it. Obviously, this is fueled by AI, but memory is a key enabler of AI applications.

In-memory compute is a topic that often comes up in discussions about speeding up data processing for applications like AI. But after many years of theoretical talks, you might ask, is this concept still alive?

How do you see the semiconductor memory market in 2025?

We are looking forward to **embedded world** and the opportunity it brings to discuss market trends, new products and innovations.

Will we see you there? Make sure you drop by and meet with our team. We are sharing ticket codes below!



The Memory Market in 2025: Supply, Demand and Geopolitics

In 2025 the DRAM memory market is bracing for significant turbulence. With price erosion projected across multiple sectors and a shift in production dynamics, it's clear that the landscape will look vastly different by the second half of 2025.

Weak demand, inventory backlogs, production cuts and the uncertain role that AI is playing, are just some of the key trends that we see shaping the DRAM and NAND markets in the first half of 2025. And not forgetting the geopolitical forces. What role will they play?

Read more [here](#).

2025: Unique possibilities for the semiconductor industry?

2025 will be an incredible year for innovation in the chip industry, unlike anything seen for decades, says semiengineering. This will be driven by AI and the demand AI creates, but what makes this period of advancement truly unique is the need to focus on physics and real design skills.

The industry is no longer satisfied with incremental performance improvements, focusing instead on architectural changes. Increases in compute power also need appropriate increases in memory performance and communications bandwidth, but chips and packages are constrained by space and heat.

Read more [here](#).



NAND Flash between weak demand and oversupply

The NAND Flash industry faces dual pressure from weak demand and oversupply in 2025 as TrendForce points out. Major manufacturers like Micron, Kioxia/SanDisk, Samsung, and SK hynix/Solidigm plan to cut production to stabilize prices. While short-term cuts may help, rising prices could increase costs for downstream manufacturers and reduce consumer demand. Long-term reductions may lead to industry consolidation, posing risks for less competitive players. To stay viable, manufacturers need to focus on technological innovation and product differentiation.

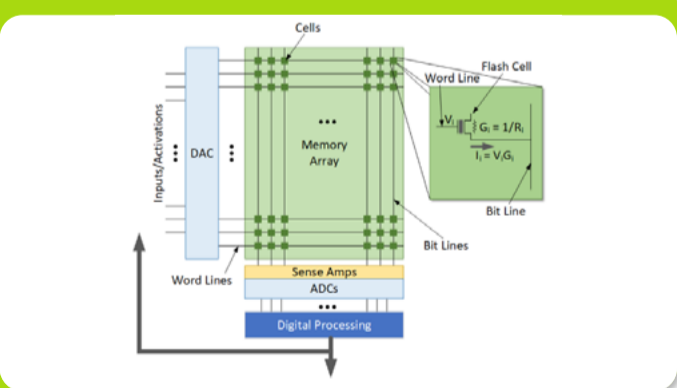
Read more [here](#).



DRAM Spot Market remains Cautious

According to TrendForce Corporation the DRAM spot market has shown a marginal demand increase in mid-January. Still, transaction prices remain relatively low as buyers are testing the water with low-price inquiries. With the market outlook remaining cautious, the overall spot prices remain weak. For example, the average spot price of mainstream chips (i.e., 1Gx8 3200MT/s) fell by 0.20% from US\$1.464 in the first week of January to US\$1.461 in mid-January.

Read more [here](#).



Is In-Memory Computing Still Alive?

“In-memory compute” is often really just “near memory” computing. To keep data movement to a minimum, SRAM is put near where computing happens, at a shorter distance compared to DRAM. But IMC is more about putting computing where the memory is to reduce power consumption as well as the cost of moving data or the cost of computing. Semiconductor engineering explores the different approaches and while they haven't achieved commercial success, there is still plenty of development happening and analog IMC is getting a second chance.

Read more [here](#).



Join us at embedded world 2025

Are you going to embedded world in Nuremberg from March 11 to 13? Then make sure to swing by our booth to find out about the latest memory news and trends. **In hall 1, booth 340** you can tell us all about your applications and memory needs over a coffee or a cool beer.

Do you need an entry ticket? With this code, your ticket is on us: **ew25542590**

Get your ticket now [here](#).

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