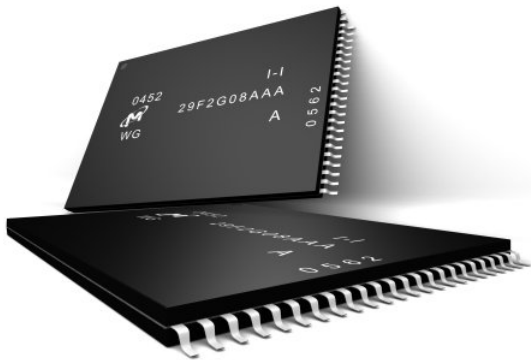


## Strong Embedded NAND Flash Growth Continues

Written by Marco Attard  
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Trendforce's DRAmEXchange predicts the strong growth in embedded NAND flash to continue through 2011, thanks to the smartphone and tablet PC markets.



NAND Flash demand for embedded systems reaches 40% of the memory market in 2010, and will grow up to 63% in 2011. The diversification to system products should help ease the impact on the memory card and UFD market section.

Handsets will make over 40% of total NAND flash consumption, while the growing tablet PC will take over 10%.

The UFD market will decline accordingly, Trendforce says.

Go [Trendforce DRAmEXchange: Embedded NAND Flash Consumption Will Exceed 60%](#)