Secure Digital Card Market Analysis: By Size (SD, Mini SD and Micro SD); By Application (Mobile Phones, Tablets, Digital Cameras and Others) - With Forecast (2016-2021)

Description: Secure Digital (SD) cards are storage devices that can be used in mobile phones, digital cameras, tablets and so on to extend the storage capacity of those devices. SD cards are also available in different sizes such as the micro SD card and the mini SD card. A SD card is a non-volatile memory card whose size and performance are making it the popular choice over the regular flash memory storage devices. Durability is another key strength that SD cards have to offer. SD cards have a much higher shock rating as compared to the regular storage devices. This translates to the fact that even when dropped from a height of 100 feet, SD cards do not sustain any damage whatsoever. This, coupled with the metal connectors used in SD cards make them less susceptible to damage.

The need for increased storage capacity for mobile phones, digital cameras and other portable electronic devices is one of the key factors augmenting the growth of the SD card market. This relatively mature market is expected to grow at a single digit growth rate till the end of the forecast period.

In terms of size, the Micro SD cards currently account for the largest share of the SD card market. Miniaturization and the demand for smaller, sleeker and thinner devices is expected to further drive the growth of the micro SD card market. The Secure Digital Card market can be segmented on the basis of type SD Card, Mini SD Card and Micro SD Card.

Mobile phones currently account for the largest share of the overall SD card market and will maintain the dominant position till the end of the forecast period. With almost everything being done on smartphones, there is a need for increased storage on these devices. Social media sites such as Facebook, Twitter, Instagram, to name a few, necessitate high storage capacity to store data and photos. However, smartphone manufacturers these days are releasing new models with enhanced storage capacity and this could impact the growth of this market. In terms of devices, the Secure Digital Card market has been segmented across the following Mobile Phones, Tablets, Digital Cameras and Others. The market has been segmented based on the following geographies orth America, South America, APAC, Europe, Middle East and Africa.

Following are just a few of the companies that are operating in the secure digital card market.
Sony Corporation
Panasonic Corporation
Samsung Electronics Co. Ltd.
SanDisk Corporation

Contents:
1. Secure Digital Card - Market Overview
2. Executive Summary
   3.1. Market Share Analysis
   3.2. Comparative Analysis
      3.2.1. Product Benchmarking
      3.2.2. End User Profiling
      3.2.3. Top 5 Financials Analysis
   4.1. Market Drivers
   4.2. Market Constraints
   4.3. Market Challenges
   4.4. Attractiveness of the Secure Digital Card Market
      4.4.1. Power of Suppliers
      4.4.2. Power of Customers
      4.4.3. Threat of New Entrants
      4.4.4. Threat of Substitution
      4.4.5. Degree of Competition
5. Secure Digital Card Market - Strategic Analysis
5.1. Value Chain Analysis
5.2. Pricing Analysis
5.3. Opportunities Analysis
5.4. Product/Market Life Cycle Analysis
5.5. Suppliers and Distributors
6. Secure Digital Card Market - By Size:
6.1. Mini SD Card
6.2. Micro SD Card
6.3. SD Card
7. Secure Digital Card Market - By Devices:
7.1. Mobile Phones
7.2. Tablets
7.3. Digital Cameras
7.4. Others
8. Secure Digital Card Market - By Geography:
8.1. Introduction
8.2. Global Study
8.3. Americas
8.3.1. North America
8.3.2. Brazil
8.3.3. Argentina
8.3.4. Others
8.4. Europe
8.4.1. U.K.
8.4.2. France
8.4.3. Germany
8.4.4. Others
8.5. APAC
8.5.1. China
8.5.2. Japan
8.5.3. India
8.5.4. Others
8.6. ROW
9. Market Entropy
9.1. New Product Launches
9.2. M&As, Collaborations, JVs and Partnerships
10. Company Profiles
10.1. SanDisk Corporation
10.2. Sony Corporation
10.3. Transcend
10.4. Micron Technology Inc.
10.5. Delkin Devices Inc.
10.6. EDGE Memory
10.7. Samsung Electronics Co. Ltd.
10.8. Toshiba Corporation
10.9. Panasonic Corporation
10.10. PNY Technologies Inc.
*More than 40 Companies are profiled in this Research Report, Complete List available on Request*
**Financials would be provided on a best efforts basis for private companies**
11. Appendix
11.1. Abbreviations
11.2. Sources
11.3. Research Methodology
11.4. Bibliography
11.5. Compilation of Expert Insights
11.6. Disclaimer

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