# Nvidia and AMD brace for showdown at CES 2025



As the CES 2025 technology showcase approaches, two semiconductor giants, Nvidia Corp and Advanced Micro Devices, Inc. (AMD), prepare for a high-stakes confrontation that may reshape their competitive landscape in the rapidly evolving AI market.

Nvidia has recently outperformed its rival, reporting an impressive 189.61% increase in stock value over the past year. This dramatic growth is attributed to the soaring demand for AI infrastructure, as indicated by a 15% revenue increase experienced by its server partner, Foxconn. Currently, Nvidia's stock is priced at $151.21, comfortably above key short-term moving averages (SMAs) of eight, 20, 50, and 200-day periods. The company's positive moving average convergence/divergence (MACD) of 1.14 and a relative strength index (RSI) of 65.52 further demonstrate its bullish momentum. As noted in their recent updates, all eyes are on CES 2024 where CEO Jensen Huang is expected to unveil the much-anticipated Blackwell chip.

In contrast, AMD has struggled to maintain parity with Nvidia's remarkable growth, reflected in its stock’s decline of 11.25% over the past year and a staggering 27.40% drop in just six months. Priced at $130.13, AMD's stock remains below critical 50 and 200-day SMAs, further emphasising its current challenges. The company's MACD of -3.61 and an RSI of 51.50 indicate a lack of upward momentum. Despite these setbacks, AMD is positioning itself for revival, planning to reveal its RDNA 4 graphics cards and other new technologies at CES 2024 in hopes of sparking a turnaround.

The contrasting situations of these companies illustrate not only individual performance but also serve as a reflection of the evolving dynamics within the semiconductor sector and the broader implications of AI automation for business practices. Cloud computing, autonomous technology, and advanced gaming graphics are central themes at this year's CES, and the outcomes of Nvidia's and AMD's showcases may significantly impact future trends and competitive strategies in the industry.

As the event approaches, the semiconductor sector will be closely watching for indications of whether AMD can reclaim ground against Nvidia, or if Nvidia will further solidify its position as the leader in the AI race, setting the stage for a notable shift in market dynamics.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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