

## TrendForce Reports DRAM Module Industry Recorded a 12% Drop in Sales Revenue for 2016; Kingston Remained Market Leader

2017-09-05 [Avril Wu](#)

DRAMeXchange, a division of [TrendForce](#), reports that the global sales revenue of DRAM modules for 2016 totaled US\$6.9 billion, amounting to a decline of about 12% compared with the result of the previous year. The depressed PC DRAM prices during the first half of 2016 and the continuing contraction of the DIY market were the main factors behind the revenue drop.

Kingston topped the 2016 revenue ranking with a global market share exceeding 70%

Ramaxel was the revenue leader among Chinese module houses while ADATA was the revenue leader among the Taiwan-based suppliers

### About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit [www.trendforce.com](http://www.trendforce.com)

#### Major research divisions:

**DRAMeXchange** focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

**WitsView** offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

**LEDinside** covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

**EnergyTrend** specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

**Topology** studies structural trends of technology industries in the Greater China Region and beyond, focusing on semiconductors, photovoltaic technology, telecommunications, and IA.

### Media Contact

Pinchun Chou +886-2-8978-6488 ext.669 [PinchunChou@TrendForce.com](mailto:PinchunChou@TrendForce.com)

Lindsay Hou +886-2-8978-6488 ext.667 [Lindsayhou@TrendForce.com](mailto:Lindsayhou@TrendForce.com)

---

Source URL: Trendforce - Press Center [TrendForce Reports DRAM Module Industry Recorded a 12% Drop in Sales Revenue for 2016; Kingston Remained Market Leader](#)