

## Mobile DRAM Prices to Go Up by 10~15% in 4Q17 as Seasonal Demand Picks Up and Suppliers Seek to Correct Price Differences Among Applications

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DRAMeXchange, a division of [TrendForce](#), estimates that mobile (LPDDR) DRAM products will see sequentially quarterly price increases in the average range of 10~15% in the fourth quarter of 2017. This price hike is attributed to DRAM suppliers seeking to correct price differences among various applications as well as the year-end busy season in the smartphone market. The percent of sequential price increase for mobile DRAM in the fourth quarter is expected to be the largest when compared with percent increases for DRAM used in other applications.

Growth of memory content in smartphones during next year will be driven mainly by hardware upgrades of low-end and mid-range models

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