

## Total NAND Flash Revenue Rose by Just 4.4% QoQ in 3Q18 Due to Below-Expected Demand Growth, Says TrendForce

2018-11-19 [Ben Yeh](#)

DRAMeXchange, a division of [TrendForce](#), reports that the bit output from the NAND Flash industry increased steadily in 3Q18, as suppliers raised the yields of their 64/72-layer 3D NAND production. NAND Flash demand, however, had yet to catch up with supply despite the year-end busy season. The shortage of Intel CPUs and the lower-than-expected sales of new iPhone devices have respectively stifled the demand growths related to notebook PCs and smartphones. Also, the US-China trade dispute has been a negative influence on the whole market. Because the NAND Flash market had been in oversupply since the start of 2018, contract prices of NAND Flash products in 3Q18 registered significant declines from the previous quarter, and the average price drop was 10-15%.

Samsung

SK Hynix

Toshiba

Western Digital

Micron

Intel

### 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.

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