

Owing to Seasonal Headwinds and Constricted Supply, 1Q20 NAND Flash Price Is Projected to Continue Rising, Says TrendForce

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- Despite cyclically weak season, NAND Flash demand is expected to be strong, while supply remains tight; both NAND Flash and wafer contract prices are expected to keep increasing.
- 2019 NAND Flash bit demand growth was mostly driven by the PC market, while 2020 demand will for the most part come from the server market.

DRAMeXchange research division of [TrendForce](#), the contract price of client SSD has fallen for seven consecutive quarters until 2Q19 from peak price, to barely above the price of HDD. As a result of this price decrease, the share of SSD, along with their capacity, used in notebook computers has risen since 2Q19. On the supply side, the June 15 power outage at the Yokkaichi fab jointly operated by Kioxia and WDC forced the two companies to reduce their NAND production, in turn halting the price drop of eMMC/UFS and SSD products in 3Q19. On the other hand, there was a sharp uptick in the wafer market leading to a 20% increase in 3Q19 wafer prices. As well, the contract prices of eMMC/UFS and SSD made a strong recovery in 4Q19.

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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

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.

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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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