

# India Data Storage Market, CY 3Q' 2014

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## Abstracts

Increasing usage of digital content has created an inevitable demand for cost-efficient and high capacity data storage devices. Technological development across various consumer electronics segments has increased the demand for Hard Disk Drives (HDD) in India.

According to 6Wresearch, India Data Storage market comprising Hard Disk Drive (HDD) and Solid-State Drive (SSD) market shipments reached more than 2 million units in CY 3Q 2014. During CY 3Q 2014, India HDD market experienced a decline of around 6% as compared to CY 3Q 2013. Whereas, the Solid-state drives witnessed substantial increase in demand in the Indian market. Western Digital led the Internal HDD market on the other hand, Seagate captured lion share of the External HDD market.

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