

# Global Flash Memory Market: An Analysis

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## Abstracts

The overall memory market had grown at a strong growth rate till 2006. Flash memory is the core of memory market. The NAND segment overtook the NOR segment in market share. Mobile phone, digital camera, USB Flash drive, and MP3/PMP are major applications of NAND flash memory. SD formats, SD, MiniSD, and SDmicro generate approximately one-half of total flash card unit shipments.

In 2007, supply overtook demand and this trend continues in 2008 and in also 2009 this trend is expected to continue owing to high bit growth in supply. The impact of financial crises is still diffusing, and the consumer confidence is relatively low with the global recession. In United States NAND flash shipments have declined due to changing technologies and adverse market conditions. Flash memory prices are increasing which is affecting demand and supply.

SSD is one of the applications of flash memory which is gaining market demand and is expected to perform as a key growth driver in near future. Portable applications such as UFD, MP3, DSC and DV Cam are major product categories leading to rise in demand of flash memory worldwide.

The report analyses global flash memory market. It discusses flash memory segments and gives an overview of major applications of flash memory. It analyses NAND and NOR market, application breakdown, demand and shipments. It also discusses flash memory market in United States. The competitive landscape is divided into two parts, first there is a comparison of NAND and NOR technologies and then competition amongst key players and their market share. The report also profiles major competitors, their business performance and business strategies.

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