

Global Flash Memory Market Report - 2010 Edition

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Abstracts

The global flash memory market declined in 2008, in terms of revenues, for the first time since 2004 mainly due to the challenging economic conditions. However, the market registered a marginal increase in 2009 and is forecasted to register a much higher growth rate during 2010 and 2011. The increase is attributable to rapid use of flash memory in portable media devices and computing electronic devices.

Flash memory continues to enable a huge array of applications such as embedded and mobile products, consumer storage cards, and SSDs. Flash memory is currently being used extensively in portable devices such as cell phones, portable media players, digital cameras, and in the latest tablets, e-book readers, among others. It is this set of new applications that will define the future of the global flash memory market.

The flash memory market consists of two architectures - NOR and NAND. NAND flash memory accounts for more than two-thirds of the total non-volatile market. NAND flash being less expensive than NOR flash and due to its more storage capacity is more commonly found in solid state storage, audio and video flash media devices and mobile phones. The rising penetration of NAND flash memory technology in mobile phones is continuously driving the worldwide flash memory market revenues, among other factors.

The global market environment of the flash memory industry has undergone fundamental changes. The decline in growth of traditional NAND flash applications and further miniaturization of the NAND flash technology has made the global flash memory market intensely competitive. The leading payers in the flash memory market are Samsung, Toshiba, Intel, Spansion, SanDisk and Micron Technologies. The flash manufacturing companies compete mainly on the basis of price and constant technological developments.

The report provides an analysis of the global flash memory market. It analyses NAND

and NOR market, application breakdown, demand and shipments. The competitive landscape analyses the competition amongst key players and their market share in NAND and NOR technologies. The report also profiles major competitors, their business performance and business strategies.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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