

# **NAND Market: iGrowth Ahead**

## **First Quarter 2007 Pricing & Forecast**

**June 2007**

**Study Number: NV104-07**

Semico Research provides memory reports that cover all aspects of the memory market. Semico in conjunction with Semiconductor Partners provide data on the overall memory market. This is a series of reports including analysis and data from Semico Research Corp. and Semiconductor Partners provided exclusively for Semico Research.

© Copyright Semico Research and Semiconductor Partners, 2007. All rights reserved.

Reproduction in whole or part is prohibited without the express written permission of Semico Research and Semiconductor Partners.

The contents of this report represent the interpretation and analysis of statistics and information that is generally available to the public or released by responsible agencies or individuals, but is not guaranteed as to its accuracy or completeness.

## **Table of Contents**

---

Table of Contents .....	i
List of Tables .....	ii
List of Figures .....	iii
Executive Overview .....	1
Forecast Methodology .....	2
NAND Market Overview.....	3
General Trends .....	3
Market Update.....	3
Capacity Update.....	5
Forecast Discussion and Assumptions .....	6
Applications Forecast.....	10
NAND and NOR Comparison .....	13
Quarterly Revenues .....	13
Annual Revenues.....	14
Unit Shipments.....	15
Average Selling Prices .....	16
Gigabyte Shipments.....	17
Average Density.....	18
Price per Megabyte .....	19
NAND Price Survey Results .....	21
512Mbit .....	21
1Gbit .....	22
2Gbit .....	23
4Gbit .....	24
8Gbit .....	25
Appendix.....	27

## List of Tables

---

Table 1. NAND Pricing 512Mbit to 8Gbit .....	21
Table 2. Worldwide NAND Revenue Forecast.....	27
Table 3. Worldwide NAND Unit Shipment Forecast .....	27
Table 4. Worldwide NAND ASP Forecast.....	28
Table 5. Worldwide NAND Gigabyte Shipment Forecast .....	28
Table 6. Worldwide NAND Quarterly Revenue Forecast.....	29
Table 7. Worldwide NAND Quarterly Unit Shipment Forecast .....	29
Table 8. Worldwide NAND Quarterly ASP Forecast.....	30
Table 9. Worldwide NAND Quarterly Gigabyte Shipment Forecast .....	30
Table 10. Combined NAND and NOR Revenues and Growth .....	31
Table 11. Combined NAND and NOR Unit Shipments and Growth .....	31
Table 12. NAND and NOR Overall ASP and ASP Growth .....	31
Table 13. NAND and NOR Megabyte Shipments and Growth .....	32
Table 14. NAND and NOR Average Price per Megabyte and Growth .....	32

## List of Figures

---

Figure 1. Quarterly NAND Revenue and Units .....	7
Figure 2. Annual NAND Revenues and ASP .....	8
Figure 3. NAND Density Migration .....	9
Figure 4. Annual NAND Gigabytes and Unit.....	10
Figure 5. NAND Applications Forecast .....	11
Figure 6. Quarterly NAND and NOR Revenues .....	14
Figure 7. NAND and NOR Worldwide Revenues .....	15
Figure 8. NAND and NOR Worldwide Unit Shipments .....	16
Figure 9. NAND and NOR Overall Average Selling Price.....	17
Figure 10. NAND and NOR Megabyte Shipments.....	18
Figure 11. NAND and NOR Average Density .....	19
Figure 12. NAND and NOR Average Price per Megabyte .....	20
Figure 13. NAND 512Mbit Pricing.....	22
Figure 14. NAND 1Gbit Pricing .....	23
Figure 15. NAND 2Gbit Pricing .....	24
Figure 16. NAND 4Gbit Pricing .....	25
Figure 17. NAND 8Gbit Pricing .....	26