

iSuppli: "Ironic" Developments in DRAM Market

Written by Marco Attard
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Surprising developments happen in the Q1 2012 DRAM market-- a bankrupt Elpida Memory outperforms the overall industry, beating Micron to 3rd place.

Meanwhile the rest of the competition suffers due to falling average selling prices (ASPs).

IHS iSuppli reports the Q1 2012 DRAM market shows a -4.4% Q-o-Q decline, reaching \$6.2 billion in value.

Worldwide DRAM Market Share Ranking in Q1 2012
(Percentage Share Based on Millions of US Dollars in Revenue)

Rank	Company	Q1 '12 Revenue	Q1 '12 Share	Q4 '11 Revenue	Q4 '11 Share	Sequential Growth
1	Samsung	\$2,533	40.8%	\$2,805	43.2%	-9.7%
2	Hynix	\$1,501	24.2%	\$1,538	23.7%	-2.4%
3	Elpida	\$780	12.6%	\$773	11.9%	0.9%
4	Micron	\$759	12.2%	\$786	12.1%	-3.4%
5	Nanya	\$282	4.5%	\$227	3.5%	24.2%
6	Winbond	\$96	1.5%	\$94	1.4%	2.1%
	Others	\$258	4.2%	\$273	4.2%	-5.5%
	Total	\$6,209	100.0%	\$6,496	100.0%	-4.4%

Source: IHS iSuppli Research, May 2012

All big vendors are hit by the fall in prices-- long-time leader Samsung declines by -9.7% Q-o-Q (with revenues of \$2.5bn) and loses 2.4 points of market share to 40.8%.

The analyst believes Samsung will only boost shipments by the end of 2012, when DRAM prices should grow higher.

Hynix is in 2nd place, with \$1.5bn revenues (with -2.4% Q-o-Q loss) and 24.2% market share.

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The bankrupt Elpida (whose debts total \$5bn) beats Micron, the company with exclusive right to bid for purchase of the Japanese memory maker. Elpida revenues are up by 0.9% Q-o-Q, reaching \$780m.

Micron is the company worst hit by declining prices, with Q1 2012 losses reaching -3.4% Q-o-Q. It now stands in 4th place with 21.2% market share and revenues of \$759m.

Nanya rounds up the top 5 as vendor with top Q1 2012 growth (24.2% Q-o-Q) and 4.5% market share.

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