

## DRAM Prices To Fall Through 2011

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DRAMeXchange reports DRAM prices are to keep falling through 2011's first half before eventual recovery.



The market researcher predicts 2GB DDR2 module prices will fall to \$20 by 2010's end. Prices already fell by 24% this year, from a peak of \$46.50 in first half 2010 to \$25 in November 2010's first half.

Low PC sales (due to shaky consumer confidence), together with increased production from DRAM producers combine to make prices fall down even further.

DRAMeXchange mentions Samsung's increased output, alongside its rivals' production increases. Samsung aims to 50% of the DRAM market.

Low DRAM prices usually mean low prices and bargains for consumers-- however PC vendors can also up their offerings' specs in order to keep prices stable.

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