

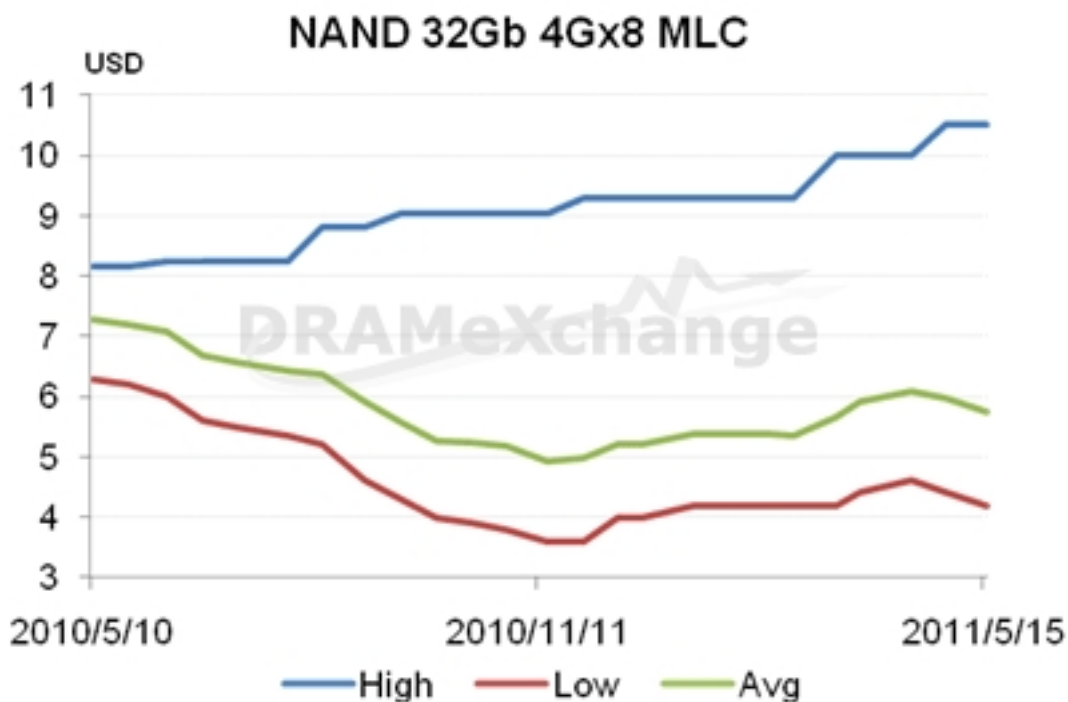
NAND Flash Enters its Off Season

Written by Marco Attard
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DRAMeXchange says NAND flash contract prices will decline by 2-10% in Q2 2011 as consumer purchasing of flash-based products (such as memory cards) enters its off season in May.

This couples with current high inventory levels due to earlier speculative buying after March's Japan earthquake.

Figure-1 32Gb MLC NAND Flash Contract Price



Source: DRAMeXchange, May 2011

The analyst predicts this off season will continue in June while only a few major vendors will fuel demand for tablet and smartphone memory products through Q2 2011.

Memory makers might start adopting more aggressive pricing strategies in June (in order to lower inventory levels), but global economy recovery still remains uncertain in 2011.

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Japan's earthquake did not affect raw material supply-- meaning Q2 2011 production plans remain unaffected. Meanwhile the migration towards the 2xnm process will boost NAND flash bit supply, according to DRAmEXchange.

Go [Mainstream NAND Flash Contract Prices Entering the Off Season](#)