DRAMeXchange issues its 2010 WW memory industry results, where revenue is up by 54% (reaching $9.3Bn) from 2009, thanks to strong demand and rising memory prices.

The analyst says the industry is recovering, thanks to DRAM prices' rebound in 2009 (following 2008's financial crisis).

Figure-1 2010 DRAM Module Houses Revenue Ranking

Company	Region	Ranking		Revenus (USD M)			Market Share (%)	
		2010	2009	2010	2009	YoY %	2010	2009
Kingston Technology	US	1	1	4,800	2,460	95.12%	51.40%	39.20%
A-Data Technology	Taiwan	2	2	740	532	39.10%	7.92%	8.48%
Ramaxel	China	3	3	719	503	42.92%	7.70%	8.02%
Crucial Technology	US	4	4	581	430	35.12%	6.22%	6.85%
Smart Modular Technologies	US	5	5	411	366	12.30%	4.40%	5.83%
Corsair Memory	US	6	8	322	235	37.02%	3.45%	3.74%
MA Labs	US	7	9	310	225	37.78%	3.32%	3.59%
Transcend Information	Taiwan	8	7	242	294	-17.58%	2.59%	4.68%
Apacer Technology	Taiwan	9	6	219	302	-27.33%	2.35%	4.81%
Kingmax Semiconductor	Taiwan	10	12	160	135	18.52%	1.71%	2.15%
Others				835	794	42.59%	8.94%	12.65%
Total DRAM Revenue				9,339	6,276	53.90%	100.00%	100.00%

Source: DRAMeXchange, May, 2011

NOTE: Due to the diversity of products each module houses have, our survey is based on the DRAM revenue from each company.

Kingston is current leader in the WW memory industry, taking over 51% market share (up from 2009's 39%) and 95% Y-o-Y revenue growth. Following are A-DATA and Ramaxel, who basically nearly all remaining market share-- a case of big market players eliminating any regional (and thus smaller) module makers.

Kingston is also increasing its revenue through its entering the PC-OEM DRAM supply chain-- a move that also helps increase its market share.

The 4GB specification's becoming a PC market standard is, however, making it more difficult for module houses to generate revenue through consumer upgrade demand, according to DRAMeXchange.

As for the NAND flash industry, the SSD and MCP segments are becoming more important-- marking a point where OEMs can differentiate beyond memory cards and UFD.

Go DRAMeXchange 2010 WW Module House Revenue Ranking