

2008 Mass Storage

Semiconductor Product Markets – Worldwide



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Publication Number: 08SemiProd-MassStorage

December 2008

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Abstract

Databeans defines computing mass storage equipment as computer components and devices with removable and non-removable media that retain digital data for computing for some interval of time. Because of this, the category does not include random access memory (RAM) which loses its storage after power loss.

Mass storage ICs is a considerable piece of the general computer semiconductors market, which was the largest consumption market for semiconductors in 2008 with \$87 billion in total revenue. ICs in notebook and desktop PCs accounted for over half of all sales in this market due to high volumes and relatively high ASPs. However, both servers and storage devices are predicted to be principal growth catalysts with compound annual growth rates of 14 percent and 11 percent respectively.

Most of this revenue is predicted to come from the highly profitable product segments such as logic, microprocessors, and logic which will account for 83 percent of all computer semiconductor sales. Memory, which was the second single largest product segment in 2008 with \$22.8 billion in revenue, is predicted to experience the market's strongest compound annual growth rates of 13 percent which will cause it to grow to \$42.4 billion by 2013.

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