

# 2009 Flash Memory

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Memory Markets – Worldwide



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## Abstract

Despite slowing demand and inventory overstock conditions in the not so distant past, Flash Memory remains one of the largest and fastest growing semiconductor markets, thanks to its inclusion in high volume consumer, computer, and cell phone applications.

Currently Asia Pacific is the largest region for Flash production and consumption with over 60 percent of global profits. The world's top Flash manufacturer, Samsung who accounts for nearly 30 percent of global sales, is located in this region. Also, most of world's mobile phones are produced and consumed here, an application that consumes 30 percent of total Flash produced.

Products that have been driving Flash growth include mobile handsets, with 3G and 4G units being principal categories due to increased storage demands for multimedia applications. Desktop and notebook PCs, as well as digital music players and cameras, have also been high growth areas for Flash memory as they benefit from the greatly reduced chip sizes, and their recent explosion in popularity is helping to drive the memory market as a whole.

In 2009, Databeans predicts Flash will reach \$15.9 billion in worldwide sales and account for 8 percent of total semiconductor sales. Flash is also projected to continue its role as the fastest growing semiconductor category as prices drop and capacity continues to grow. Over the next five years, Flash will experience average annual growth of 17 percent until it reaches an estimated \$34.3 billion by 2014.

This study is available through individual report purchase for **\$2,500.00 USD**, or available at a discounted rate through our **Databeans Complete Library**, the **Semiconductor Markets Service**, our **Semiconductors Products Service**, the **Communications Market Service**, the **Consumer Market Service**, and our **Memory Market Service**. For our subscription service subscribers, all of our research is backed by a coverage guarantee meaning if you purchase a report and need additional information, our analysts are available to continue the analysis, customized to your organization's needs.

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# Table of Contents

Significant Findings .....	1
Introduction.....	1
Segmentation .....	4
Forecast Summary .....	5
Regional Forecast.....	7
Americas .....	10
Europe .....	12
Japan.....	14
Asia Pacific.....	17
Consumption Analysis .....	21
Automotive .....	24
Computer .....	28
Consumer .....	33
Communications .....	39
Industrial.....	44
Production Analysis.....	51
NOR Flash.....	51
NAND Flash .....	55
Market Share Analysis .....	61
Samsung.....	65
Toshiba .....	66
Spansion .....	67
Intel .....	68
Hynix.....	69
Numonyx.....	70
Methodology.....	71
Databeans Market and Product Segmentation Definitions .....	73
Market Segmentation.....	73
Product Segmentation .....	80

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# Table of Figures

Figure 1: Worldwide Semiconductor Revenue Forecast by Product.....	2
Figure 2: Worldwide Semiconductor Revenue Share by Product.....	3
Figure 3: Worldwide Flash Memory Market Forecast (Revenue, Units, and ASPs).....	6
Figure 4: Worldwide Flash Memory Revenue Forecast by Region .....	7
Figure 5: 2009 and 2014 Worldwide Flash Memory Revenue Share by Region.....	8
Figure 6: Americas Flash Memory Market Forecast (Revenue, Units, and ASPs).....	11
Figure 7: Americas Flash Memory Revenue Forecast by Product.....	12
Figure 8: Europe Flash Memory Revenue Forecast by Product.....	13
Figure 9: Europe Flash Memory Market Forecast (Revenue, Units, and ASPs) .....	14
Figure 10: Japan Flash Memory Market Forecast (Revenue, Units, and ASPs).....	16
Figure 11: Japan Flash Memory Revenue Forecast by Product .....	16
Figure 12: Asia Pacific Flash Memory Revenue Forecast by Product.....	19
Figure 13: Asia Pacific Flash Memory Market Forecast (Revenue, Units, and ASPs).....	19
Figure 14: Worldwide Flash Memory Revenue Forecast by Market Segment.....	22
Figure 15: 2009 and 2014 Worldwide Flash Memory Revenue Share by Market Segment .....	23
Figure 16: Worldwide Flash Memory Revenue Forecast for Automotive .....	24
Figure 17: Worldwide Computer Flash Memory Revenue Forecast by Application.....	28
Figure 18: Worldwide Consumer Flash Memory Revenue Forecast.....	34
Figure 19: Worldwide Consumer Flash Memory Revenue Share by Application.....	35
Figure 20: Worldwide Communications Flash Memory Revenue Forecast by Application.....	41
Figure 21: Worldwide Industrial Flash Memory Revenue Forecast by Application Area .....	45
Figure 22: Worldwide NOR Flash Memory Revenue Forecast .....	52
Figure 23: 2009 Worldwide NOR Flash Memory Revenue Share by Density.....	52
Figure 24: Worldwide NOR Flash Memory Market Forecast (Revenue, Units, and ASPs).....	53
Figure 25: 2009 Worldwide NAND Flash Memory Revenue Forecast.....	56
Figure 26: 2009 Worldwide NAND Flash Memory Revenue Share by Density.....	56
Figure 27: Worldwide NAND Flash Memory Market Forecast (Revenue, Units, and ASPs).....	58
Figure 28: 2008 Worldwide Flash Revenue Share by Supplier.....	61

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# Table of Tables

Table 1: Worldwide Semiconductor Revenue Forecast by Product.....	4
Table 2: Worldwide Flash Memory Market Forecast (Revenue, Units, and ASPs) .....	6
Table 3: Worldwide Flash Memory Revenue Forecast by Region.....	9
Table 4: Worldwide Flash Memory Shipment Forecast by Region .....	9
Table 5: Worldwide NOR Flash Memory Revenue Forecast by Region.....	9
Table 6: Worldwide NAND Flash Memory Revenue Forecast by Region .....	9
Table 7: Americas Flash Memory Market Forecast (Revenue, Units, and ASPs) .....	11
Table 8: Europe Flash Memory Market Forecast (Revenue, Units, and ASPs).....	14
Table 9: Japan Flash Memory Market Forecast (Revenue, Units, and ASPs) .....	15
Table 10: Asia Pacific Flash Memory Market Forecast (Revenue, Units, and ASPs) .....	19
Table 11: Worldwide Flash Memory Revenue Forecast by Market Segment .....	22
Table 12: Worldwide Automotive Electronics Revenue Forecast by Application.....	26
Table 13: Worldwide Automotive Electronics Shipment Forecast by Application .....	27
Table 14: Worldwide Computer Flash Memory Revenue Forecast by Application .....	28
Table 15: Worldwide Computer Electronics Revenue Forecast by Application.....	31
Table 16: Worldwide Computer Electronics Shipment Forecast by Application .....	32
Table 17: Worldwide Consumer Flash Memory Revenue Forecast by Application.....	35
Table 18: Worldwide Consumer Electronics Revenue Forecast by Application.....	36
Table 19: Worldwide Consumer Electronics Shipment Forecast by Application.....	38
Table 20: Worldwide Communications Flash Memory Revenue Forecast by Application.....	41
Table 21: Worldwide Communications Electronics Revenue Forecast by Application.....	42
Table 22: Worldwide Communications Electronics Shipment Forecast by Application.....	43
Table 23: Worldwide Industrial Flash Memory Revenue Forecast by Application Area.....	45
Table 24: Worldwide Industrial Electronics Revenue Forecast by Application .....	46
Table 25: Worldwide Industrial Electronics Shipment Forecast by Application .....	48
Table 26: Worldwide NOR Flash Memory Market Forecast (Revenue, Units, and ASPs) .....	53
Table 27: Worldwide NOR Flash Memory Revenue Forecast by Density .....	54
Table 28: Worldwide NOR Flash Memory Shipment Forecast by Density.....	54
Table 29: Worldwide NOR Flash Memory ASP Forecast by Density.....	55
Table 30: Worldwide NAND Flash Memory Market Forecast (Revenue, Units, and ASPs) .....	58
Table 31: Worldwide NAND Flash Memory Revenue Forecast by Density.....	58

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Table 32: Worldwide NAND Flash Memory Shipment Forecast by Density .....	59
Table 33: Worldwide NAND Flash Memory ASP Forecast by Density .....	59
Table 34: 2008 and 2007 Worldwide Flash Memory Revenue Share by Supplier.....	62
Table 35: 2008 and 2007 Americas Flash Memory Revenue Share by Supplier.....	62
Table 36: 2008 and 2007 Europe Flash Memory Revenue Share by Supplier .....	63
Table 37: 2008 and 2007 Japan Flash Memory Revenue Share by Supplier .....	63
Table 38: 2008 and 2007 Asia Pacific Flash Memory Revenue Share by Supplier.....	64

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