

iSuppli: Ultrabooks Drag NAND Flash Market

Written by Marco Attard
13 February 2013

According to IHS iSuppli 2012 WW NAND flash memory revenues drop by -7% to \$19.7 billion (down from \$21.2bn in 2011) as ultrabook sales negate the impact of surging demand from Apple.

The analyst is still hopeful for the future though, and predicts 2013 revenues will rise to \$22.4bn before expanding during the next few years.

“Because of its high-memory density, combined with high-volume shipments, Apple’s iPhone line in 2012 was the largest single consumer of NAND, helping to increase demand for the memory from the smartphone market,” iSuppli remarks. “However Ultrabook sales fell short of industry expectations, dragging down the overall NAND market for the year.”

Apple iPhones consume 10.5% of the total 2012 NAND flash supply-- while all other smartphones use just 10.4%. The iPhone has an average NAND flash density of 24.5GB, the highest in all smartphones according to the analyst.

iSuppli: Ultrabooks Drag NAND Flash Market

Written by Marco Attard
13 February 2013



Source: IHS iSuppli Research, January 2013

[IHS iSuppli Data Flash Market Tracker Report](#) - Global NAND Flash Market Outlook, 2011-2016