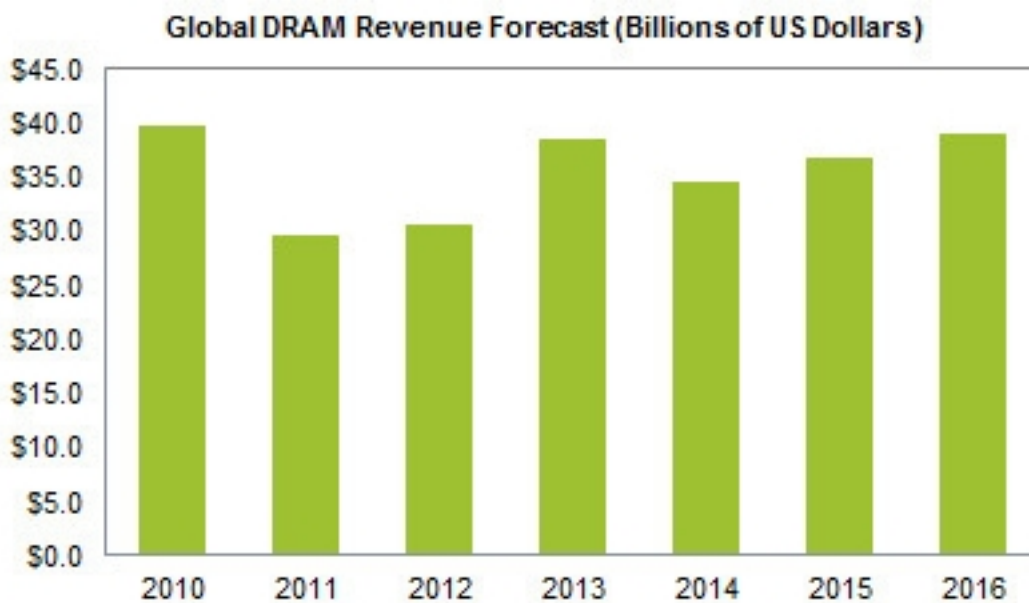


DRAM Market Starts Recovering

Written by Marco Attard
04 July 2012

IHS iSuppli predicts the global DRAM market will grow by 3.3% Y-o-Y in 2012 with revenues reaching \$30.5 billion, up from the -25% Y-o-Y decline the industry faced in 2011.

The outlook from the analyst remains positive for the 2012-2016 period, with revenues exceeding \$30bn for each year until reaching \$39bn by 2016.



Source: IHS iSuppli, July 2012

Part of this newly found industry stability comes through the Micron acquisition of bankrupt Elpida-- a purchase causing a boost to Micron technology base, revenues and market share while bringing stability to DRAM and "helping lead renewed growth to the market."

Before Elpida's bankruptcy, the DRAM market was flooded by excess DRAM manufacturing capacity driving down prices and causing revenue decline.

As a result of the purchase, Micron is also the 2nd biggest Q1 2012 DRAM vendor, with 24.8%

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market share according to iSuppli-- beating Hynix (24.2%) for the #2 position.

Samsung remains on top, with 40.8% share and revenues reaching \$2.5bn.

Go [With Elpida Acquisition, Micron Becomes No. 2 DRAM Supplier \(IHS iSuppli\)](#)