

DRAMeXchange: DRAM Selling Prices Rebound

Written by Marco Attard
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The global DRAM market is on the way to recovery in Q2 2012 according to DRAMeXchange-- as average selling prices (ASPs) rebound and vendors near fully loaded capacities, industry revenues grow by 12% Q-o-Q.

However overall revenues decline by 13.8% Y-o-Y to total \$7.02 billion.

When it comes to vendors, Samsung and SK Hynix retain the lead, holding nearly 70% of the total market between them. Samsung revenues are up by nearly 7% Q-o-Q, reaching \$2.78bn with a slight decline in market share (39.5%).

Figure-1 2Q12 Global Branded DRAM Revenue Ranking

Unit: Million USD

Ranking	Company	Revenue			Market Share	
		2Q12	1Q12	QoQ	2Q12	1Q12
1	Samsung	2,776	2,597	6.9%	39.5%	41.4%
2	SK Hynix	1,713	1,501	14.2%	24.4%	23.9%
3	Elpida	908	776	17.0%	12.9%	12.4%
4	Micron	875	729	20.0%	12.5%	11.6%
5	Nanya	341	288	18.7%	4.9%	4.6%
6	Winbond	131	118	11.3%	1.9%	1.9%
7	Powerchip	81	72	13.0%	1.2%	1.1%
8	ProMOS	38	38	-1.1%	0.5%	0.6%
	Others	159	153	4.0%	2.3%	2.4%
Total		7,023	6,271	12.0%	100.0%	100.0%

Note: 2Q12 USD\$1:KRW\$1,152; USD\$1:JPY\$80.05; US\$1:TWD\$29.60

Source: DRAMeXchange, Aug., 2012

At 2nd place is SK Hynix with a "relatively stable" quarter-- Q2 2012 DRAM revenues reach \$1.71bn with 14.2% Q-o-Q growth. DRAMeXchange predicts ASPs for various SK Hynix may

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decrease, leading to losses in profits.

Elpida (currently undergoing bankruptcy protection) comes 3rd with a 17% Q-o-Q increase in sales and market share growth reaching 0.5%. Elpida purchaser Micron follows with a 20% Q-o-Q increase in revenues and 12.5% market share.

DRAMeXchange says the Micron-Elpida merger will "help improve the DRAM ecosystem"-- but only because fewer vendors mean less price competition.

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