

Record Q1 2012 Revenues, Prices for HDDs

Written by Marco Attard
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IHS iSuppli reports the global HDD market reaches "record revenues" in Q1 2012-- \$9.6 billion, thanks to higher average selling prices following the October 2011 Thailand floods.

The industry high Q1 2012 revenues beat the previous record of \$9.3bn from Q1 2010.



Source: IHS iSuppli Research, June 2012

Shipments for the quarter reach 145 million units-- still down from pre-flood Q3 2011 shipments of 174m units. However average selling prices are much higher, being \$66.28 compared to Q3 2011 prices of \$51.49.

The analyst estimates full recovery to pre-flood shipment levels will only take place at around Q3 2012, one full year after the disaster. Average HDD prices will take longer to drop, remaining at elevated levels throughout 2012 and 2013.

Seagate tops the HDD vendor rankings, with revenues reaching \$4.45bn and 46% market share. Western Digital follows at 32% (with revenues reaching \$2.6bn if one adds contributions from recent completed purchase Hitachi GST).

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