

Memory & Storage Market Environment

For external use

Significant surge in demand across Memory & Storage since Sept'25 and forecasted through 2026 with demand outstripping supply capacity

Tightening Market

AI and Server producers engage in massive buying spree

- “Adata chairman Simon Chen projects that manufacturing shortages in RAM, flash memory, solid-state drives, and hard drives will continue driving prices upward well into 2026” - [Techspot](#)
- “Now, with demand surging, supply is tight and production can't ramp up fast enough” - [OneDayAdvisor](#)
- “US and CPSs are projected to increase procurement in 2026.” “PC/mobile demand slow, yet PC D5/D4, legacy and graphics DRAM prices rising due to supplier's strategy” - [TrendForce](#)

Supplier Capacity Reallocation

Major DRAM & NAND suppliers shift capacity to fulfill server demand

- “DRAM suppliers' capacity shift toward HBM has tightened conventional DRAM supply, leading to sharp changes in price and profitability dynamics.” - [Omdia](#)
- “OpenAI's “[Stargate](#)” project has recently signed an agreement with Samsung and SK hynix for up to 900,000 wafers of DRAM per month. That figure alone would account for [close to 40% of global DRAM output](#).” - [OneDayAdvisor](#)
- “Cloud service providers are behaving similarly. High-density NAND products are effectively sold out months in advance. Samsung's [next-generation V9 NAND](#) is already nearly booked before it's even launched. Micron has [presold](#) almost all of its High Bandwidth Memory (HBM) output through 2026.” - [OneDayAdvisor](#)

Price Continues to Increase

Unprecedented demand outpacing supply through 2026

- “DRAM and NAND prices will rise broadly, especially in DDR5 and enterprise SSD in Q4'25-1H26” “AI adoption will continue to reshape memory demand, boosting NAND market value and sustaining DRAM growth via HBM transition and automotive applications.” - [AXTEK](#)
- “DDR4 supply remains constrained, contract prices are still expected to trend higher through the end of 2025.” - [Digitimes](#)
- Looming NAND and DRAM **shortages that will send SSD and memory prices skyrocketing** over the coming months and years, with some even predicting a shortage that will last a decade - [PCGamer](#)

Memory & Storage Market Environment

For external use

Significant surge in demand across Memory & Storage since Sept'25 and forecasted through 2026 with demand outstripping supply capacity

Click on extract below to see full article

The Adata chairman expects shortages to last for at least four years, but others have an even more pessimistic outlook. Phison CEO Pua Khein-Seng recently projected NAND flash shortages to begin next year and last for a decade, creating a "supercycle."

Meanwhile, as the three suppliers aggressively shift capacity toward server DDR5, the supply of both PC DDR5 and DDR4 remains constrained. As a result, PC DRAM prices are forecast to continue edging upward through the quarter.

More broadly, this episode reflects a structural transformation in the DRAM industry, where AI-driven demand and disciplined supply are reshaping market fundamentals and establishing a new baseline for industry behavior.

AI Demand Drives SSD & Memory Shortages: Prices Set to Rise for a Decade (2025)

Decade-long SSD and RAM 'pricing apocalypse' predicted as AI data centers gobble up hardware on an epic scale

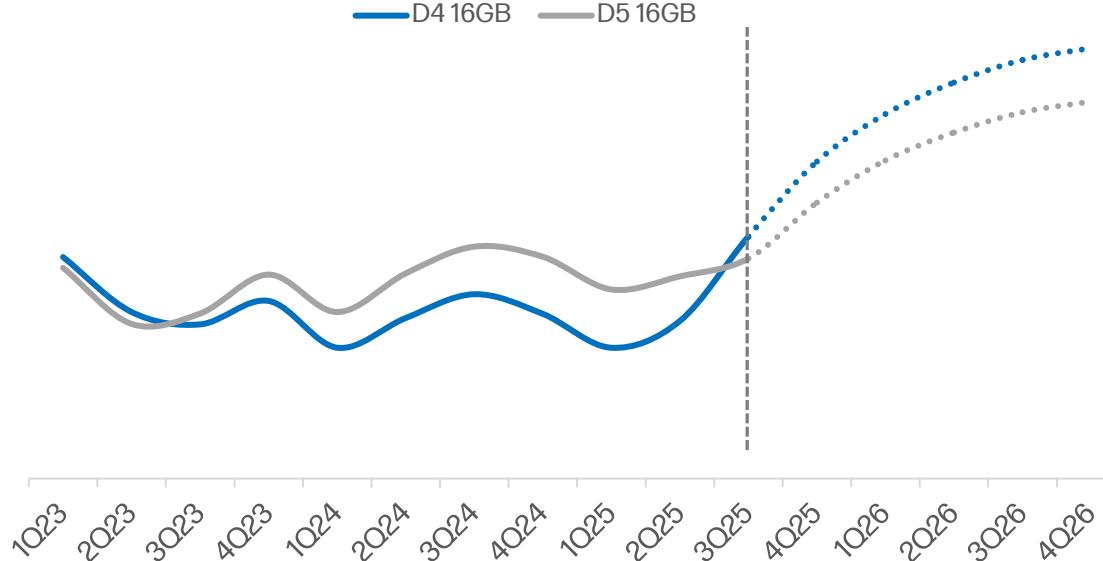
* Short term (Q4 2025–H1 2026): DRAM and NAND prices will rise broadly, especially in DDR5 and enterprise SSD.

* Medium term (2026–2027): AI adoption will continue to reshape memory demand, boosting NAND market value and sustaining DRAM growth via HBM transition and automotive applications.

Industry Price Trend

Memory

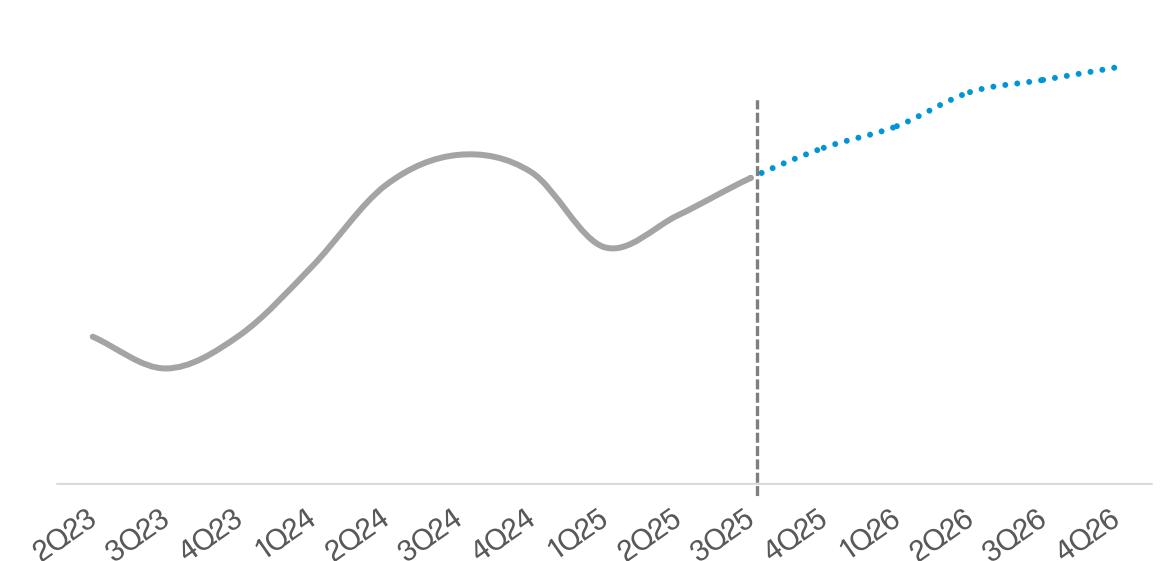
DRAM ASP Trend



Source: TrendForce Oct. '25

Storage

cSSD ASP Trend
512GB Value



Source: TrendForce Oct. '25