

SSD and HDD Storage Market Tracker

Craig Stice, SSD and HDD Senior Principal Analyst

ACTUALS AND FORECAST

Frequency, Time Period

- 7-year annual forecast (2015 - 2021)
- Quarterly: previous, current and 1-year forecast

Measures

- Revenues
- Unit shipments
- ASP
- Unit densities
- Bits

Market share analysis:

- Unit shipments
- Revenue

VERTICAL MARKETS COVERED

- Client
- Enterprise
- Industrial, non-Compute

TECHNOLOGIES COVERED

- HDD
- SSD
- ODD
- Interface (SATA, SAS, PCIe/NVMe)
- Form factor

KEY TRANSFORMATIONS DRIVING CHANGE

- NAND Flash 3D evolution
- \$/GB
- Capacity capabilities
- Form factor
- System workload

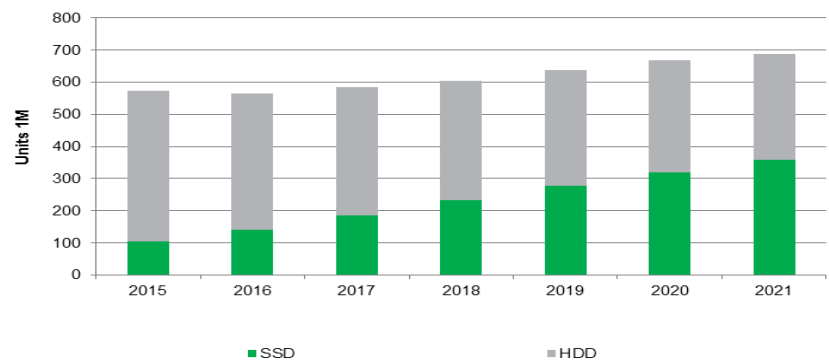
The storage market, including SSD, HDD, and ODD, is in a massive transition.

Thanks to new NAND flash technology which is enabling higher capacity SSD drives at lower costs, the SSD market is booming and replacing many of the traditional HDD drives. As storage enters new applications and service new markets, new technology transitions are occurring. Storage is taking on new formats and features as it addresses digital platforms beyond traditional computing. Today, big data and the new information era pose new challenges to the storage industry. The **SSD & HDD Market Tracker** as part of the SSD and HDD Storage Intelligence Service provides comprehensive coverage of the storage market for both component vendors and users of storage devices by examining the significant trends and technologies impacting the industry.

Clients utilize the storage systems research for making key decisions and developing future strategies. The analysis allows companies to determine if new technologies will create disruptions, problems, or opportunities within the supply chain. Timely analysts' insights into macro economy, technology transfer and consolidation within the industry is imperative for risk management and business planning.

Whether you are looking to grow your market share or optimize your business strategies, IHS Markit offers reliable and detailed analysis to help you make accurate and timely decisions for your business.

SSD and HDD unit shipment forecast



Source: IHS Markit

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Key Issues Addressed

- How fast did the storage market grow in key years and what is the outlook for the upcoming years?
- What are the penetration potentials for SSDs in client, enterprise, and industrial systems? What bottlenecks exist?
- What are the implications for HDD vendors, SSD vendors and users?
- What are the ASPs, \$/GB, and capacity trends in the various compute platforms for HDDs and SSDs?
- What are the key trends in form factor and storage interface?

Applicable To

- PC System Buyers and PC/Enterprise Companies
- Procurement
- Storage Semiconductor Manufacturers and Storage Distributors
- Storage Manufacturers
- Business Development
- Strategic Marketing

LEAD ANALYST

Craig Stice – Senior Principal Analyst

Craig Stice is a senior principal analyst responsible for forecasting and analysis of the storage markets including solid state drives (SSD) and hard disk drives (HDD). Prior to his work in the storage markets, Craig was an analyst covering compute electronics systems at IHS, which included the PC and server industries.

Before joining IHS, Craig spent the 10 years with Micron Technology in their marketing groups. Before leaving, he was their Senior Business Development Manager covering the PC markets for DRAM. His duties included developing and driving new business opportunities within the PC markets as well growing customer relations at both the enablers and the PC OMEs.

Craig earned a Bachelor of Arts from Boise State University.

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ODD Details

- ODD Quarterly
- ODD Annual

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