

NAND flash memory prices are set to stabilize soon.

It is expected that in the second quarter of 2025, prices for consumer SSDs will rise by 3-8%, driven by increased demand for PCs due to the end of Windows 10 support and the release of new processors. The growing number of AI-powered devices is also fueling demand. Meanwhile, prices for enterprise SSDs are likely to remain stable as cloud service providers increase their purchases, while server orders remain mixed.

Some suppliers reduced SSD prices by more than 20% in the first quarter to clear inventory, but price cuts are now ceasing as production adjusts to market demand. Prices for eMMC and UFS storage devices are expected to remain stable, supported by steady demand for smartphones, tablets, and Chromebooks, especially in developing markets and China.