Abstract: NAND flash has grown from insignificant sales into a $16 billion market in less than ten years. This product, the fastest-growing technology in the history of the semiconductor market, is poised to displace DRAM as the leading semiconductor memory. Our report examines the NAND market, and explains how and why this technology has been able to grow so quickly, and projects what is likely to occur over the next five years. Covering NAND makers and consumers, the report explains the cost dynamics that govern NAND manufacturing and evaluates the technology's end markets and market drivers. Readers gain a thorough understanding of all sides of the NAND market, and learn strategies to participate in the market from any direction: make, buy, or sell. The study is based upon years of experience in the market, tight relationships with all buyers and sellers of the technology, and a keen understanding of the inner workings of NAND market dynamics.

Contents:
Executive Summary
How did NAND grow so quickly?
   A short history of NAND
   How NAND displaced camera film
   What happened to the disposable camera market?
   The end of the floppy disk in PCs
   The slow demise of the music CD market
NAND cost analysis
   Basic die size estimates
   Elements governing die sizes
   Changes to this approach over time
   Cost as a function of process
   Cost as a function of bits per cell
   Cost as a function of wafer diameter
   Elements that do not impact die cost
   Cost projections over time
NAND Makers (company profiles)
   Samsung
   Toshiba/SanDisk
   Hynix/STMicroelectronics
   Micron/Intel
   Key success factors
NAND Markets
MP3
Camera
Cell Phone
Cards
USB
Future markets
  PC HDD cache
  Solid-State Drives
  Video
  Replacement for CDs/DVDs/other media
  Printed matter
NAND Capacity
  Current capacity
  Future capacity
  Capacity/pricing relationship
  Future capacity expectations
Alternatives to NAND
  NOR
  Hard drives/rotating media
  Other media
  Future technologies
Key Success Factors in NAND
  Purchasing strategies
  Manufacturing strategies
  Strategies for card and USB makers
  Strategies for other flash users
Summary