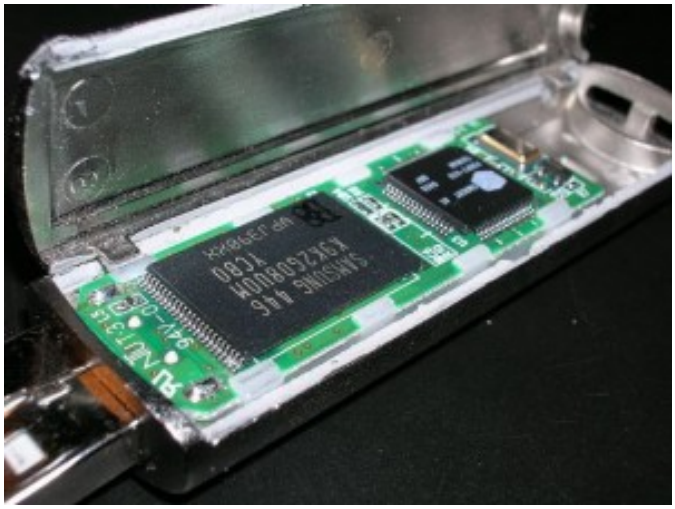
The outlook for the SSD industry remains "strong," IDC reports-- global SSD unit shipments are set to increase at a CAGR of 15.1% over the 2016-2021 forecast period, while revenues grow at a 14.8% CAGR to reach $33.6 billion by 2021.



The drivers behind such a forecast are the great product availability and improved pricing dynamics as the industry moves to 3D NAND flash. The analyst says current NAND supply constraints will diminish in 2018, bringing about further price erosion. In turn, lower SSD pricing drives greater SSD adoption in PCs and other client devices.

As a result, 2016-2021 SSD shipments in the PC and CE markets are forecast to grow at a CAGR of 15.8%. Enterprise SSD demand should also remain strong throughout the period, as customers turn to flash-optimised systems for both traditional storage and server-attached solutions.

In the client market, higher SSD capacities at key price points will bring higher attach rates over time in new notebooks, hybrid devices and desktop PCs. On the enterprise side, lower SSD prices on a per-gigabit basis lead to higher SSD attach rates in servers, network storage arrays and datacentres. SSDs will also see adoption in secondary markets such as the IoT, thanks to high reliability, form factor flexibility and overall ruggedness.

"SSDs continue on a path to become a more broadly used, ubiquitous storage technology across IT markets," IDC concludes. "SSDs play an important role in making the digital transformation possible, a dynamic that IDC expects will continue to propel the adoption of

SSDs and underpins the secular growth of the SSD market for both the client and enterprise segments."

Go IDC WW SSD Forecast Update 2017-2021