

Market Trends—USB Flash Drives, Worldwide, 2001–2010

Average Selling Price of USB Flash Drives, Worldwide, 2001-2010 (Dollars)—Actual and Projected

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | CAGR 2004-2010 |
|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|
| 8MB | 11.13 | 8.20 | 9.75 | - | - | - | - | - | - | - | NA |
| 16MB | 16.14 | 11.37 | 9.51 | 6.85 | 6.18 | - | - | - | - | - | -100% |
| 32MB | 25.68 | 17.41 | 12.22 | 8.04 | 6.36 | 5.54 | - | - | - | - | -100% |
| 64MB | 41.53 | 27.69 | 19.52 | 14.01 | 8.08 | 6.37 | 5.08 | 4.34 | - | - | -100% |
| 128MB | 78.18 | 50.16 | 29.95 | 22.16 | 12.05 | 8.21 | 6.01 | 5.50 | 4.58 | 4.07 | -25% |
| 256MB | 156.83 | 98.50 | 51.11 | 33.10 | 19.30 | 12.44 | 7.69 | 6.72 | 5.94 | 4.92 | -27% |
| 512MB | 326.34 | 196.13 | 112.77 | 57.79 | 31.04 | 20.17 | 11.58 | 8.92 | 7.36 | 6.69 | -30% |
| 1GB | - | 410.74 | 214.31 | 88.48 | 55.91 | 32.69 | 18.66 | 14.00 | 9.95 | 8.56 | -32% |
| 2GB | - | - | 3,335.43 | 166.56 | 102.86 | 59.19 | 30.14 | 23.28 | 15.91 | 11.94 | -36% |
| 4GB | - | - | - | - | 224.41 | 109.25 | 54.44 | 38.30 | 26.79 | 19.72 | NA |
| 8GB | - | - | - | - | 555.88 | 238.81 | 100.34 | 70.11 | 44.40 | 33.92 | NA |
| 16GB | - | - | - | - | - | 592.17 | 219.14 | 130.19 | 81.70 | 56.92 | NA |
| 32GB | - | - | - | - | - | 1,416.67 | 543.15 | 285.70 | 152.16 | 105.63 | NA |
| 64GB | - | - | - | - | - | - | 1,212.76 | 709.82 | 334.51 | 197.64 | NA |
| Average | 21.09 | 31.22 | 29.10 | 28.40 | 28.48 | 25.89 | 20.94 | 21.15 | 19.77 | 20.71 | -5% |

Source: Joseph Unsworth, Gartner Dataquest, August 2005 (used with permission).