

Market Trends *Today and Tomorrow*

Emerging Trends in Solid State
Drives

Solid State Drives in India

Intelligence to help make guided business decisions



Solid State Drives tracking started by GfK India in the beginning of year 2023.

The panel tracks 15 cities and 4 Rest of Zones.

SSD is a part of Storage Product group that also includes Hard Drives. Both external and internal sub-segments are tracked and reported for the offline market.

All kind of products showing analogue functionalities are included in this category.

GfK gives clients key market information by geography, brand and SKU level deep dive to drive and enable faster and superior decision-making



Act in time to the dynamic market scenario



Outperform expectations and give decision-makers data at their fingertips



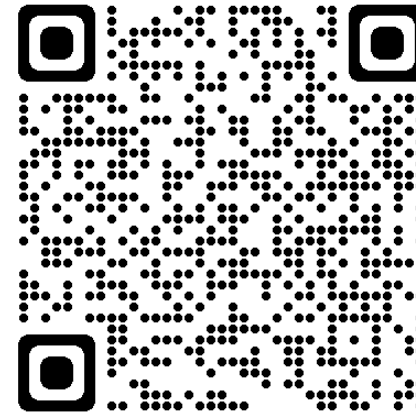
Revolutionize the way you strategize while diving deep into actionable insights

- About Category
- Macroeconomics
- Market Movement
- HDD vs SSD
- Segmentation
- Price Bands

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Make data driven decisions to grow your brand, fuel innovation, and power go-to-market strategies

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50+

Countries covered

100000+

Retail data partnerships

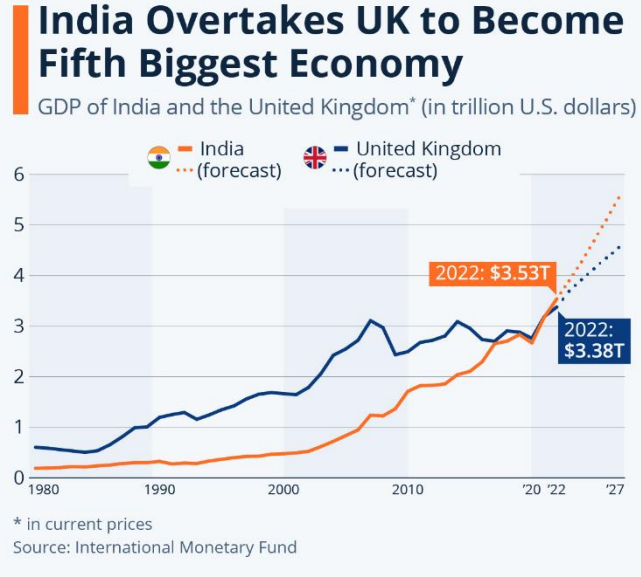
180+

Million products tracked

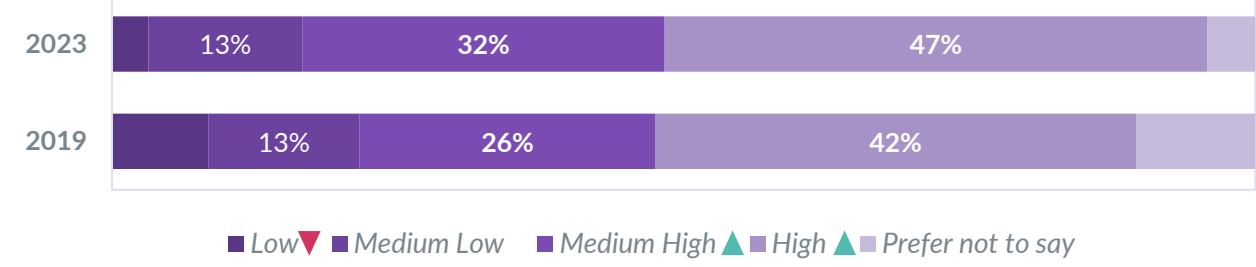
Macroeconomics

Consumers have evolved since pandemic in the ever-changing landscape of IT products

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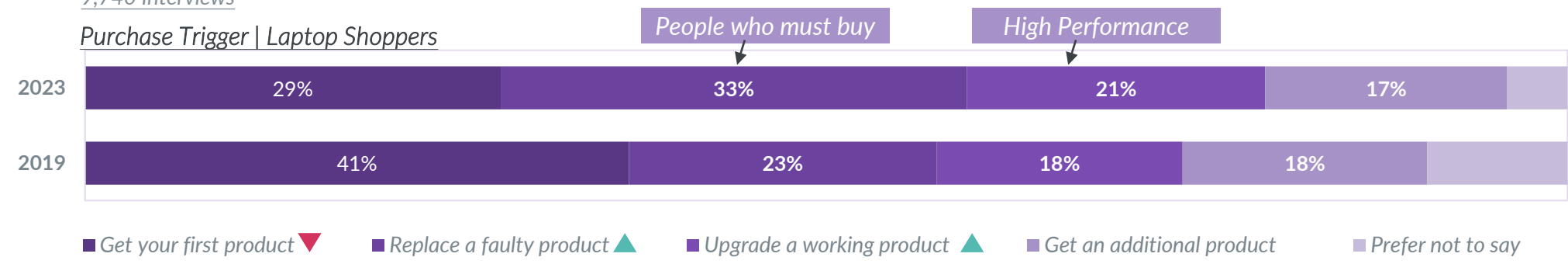
9,740 Interviews
What is the monthly income of your household? | Laptop Shoppers



Key takeaways

- India economic growth has surpassed the world, bolstered by the increasing household income and consumer confidence.
- More people are upgrading and replacing, quality focused Indian consumers are preferring high performing premium products with rising income.
- Solid State Drives have a faster read/write rate & a lower latency.

9,740 Interviews
Purchase Trigger | Laptop Shoppers

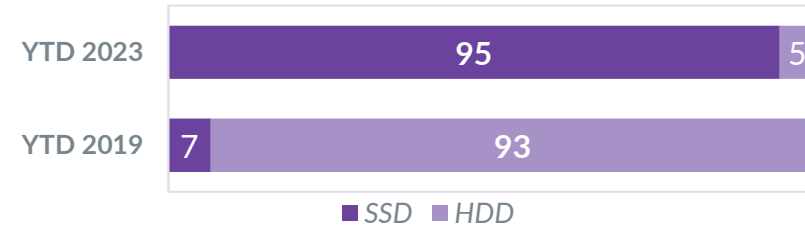


Solid State Drives preference increasing in Laptops

SSDs replaced HDDs dominance with better performance and democratizing



SDD - HDD contribution | Laptop Shoppers



SSD
(Solid State Drive)



HDD
(Hard Disk Drive)

Solid State Drives
all set to *dominate* the
Storage market.

- Faster read/write speeds
- Faster when smaller (lighter)
- Shock-Resistant
- Less power consumption
- Battery efficient (in laptops)
- Expensive

Best for storing OS, app, games & frequently used files.

- Slower read/write speeds
- Faster when bigger (heavier)
- Fragile (moving parts)
- More power consumption
- Less efficient (in laptops)
- Cheaper

Best for storing extra data, such as movies, photos, installers etc.

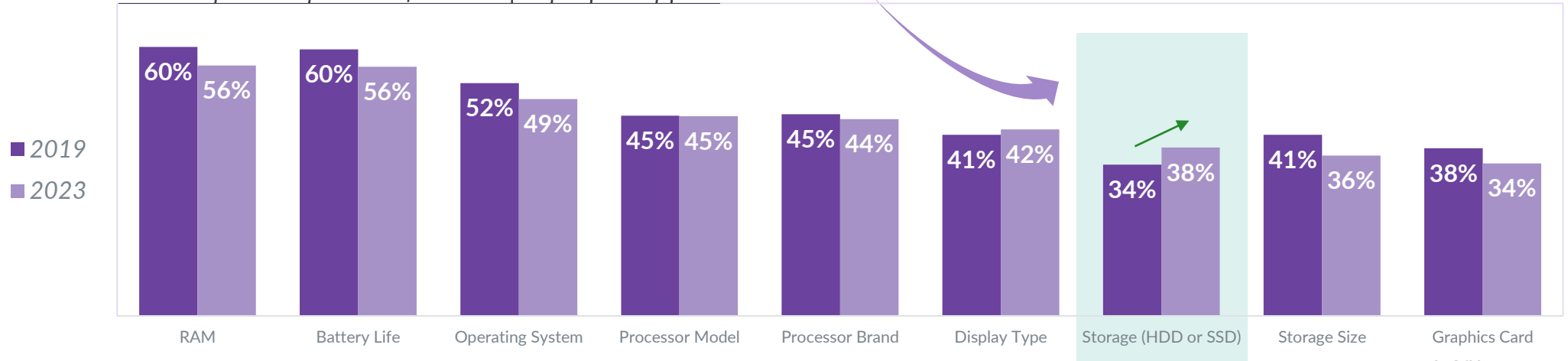


Key takeaways

- SSD overtook HDD within laptops and now contribute to 95% of total laptop sales.
- Preference for storage type (SSD) increased by 4 points since the pre-pandemic era. Consumers now understand the importance of faster storage.

9,737 Interviews

Most important product features | Laptop Shoppers



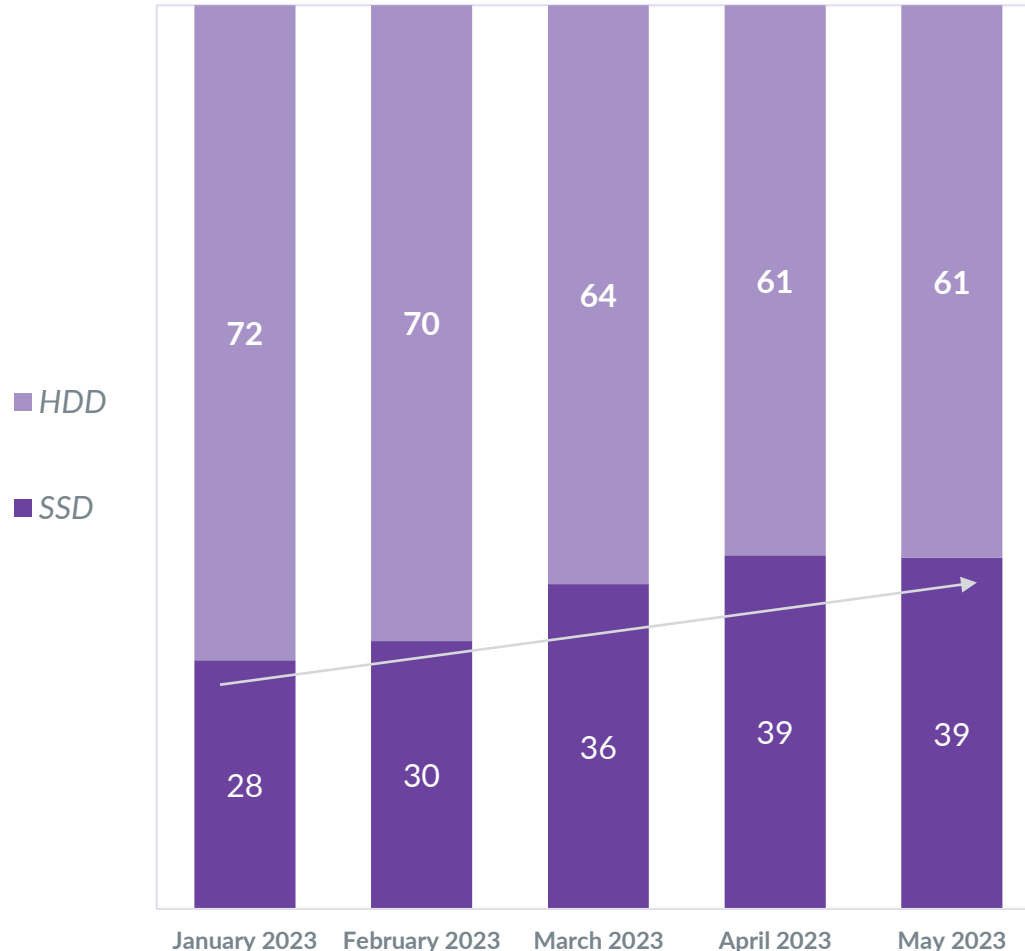
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Storage market is growing on the back of SSD as HDD declines

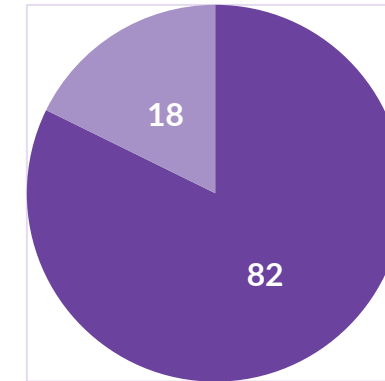
Contribution of SSD increasing where SSD offline market is driven by Internal SSD



Solid State drives vs Hard Disk Drives (Contribution %)

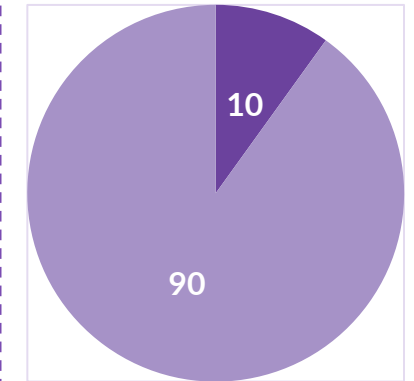


HDD (Contribution %)



EXTERNAL INTERNAL

SSD (Contribution %)



EXTERNAL INTERNAL



Key Facts about dominating segments

External HDD	Internal SSD
Higher contribution of External (82%)	Higher contribution of Internal (90%)
Average selling price of External HDD stood at ₹5,000	Average selling price of Internal SSD stood at ₹2,500
1TB is the highest selling segment	256GB is the highest selling segment
A mainstream storage for extra data	A mainstream storage within Laptops and Desktops

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Internal and External Solid State Drives by Segments

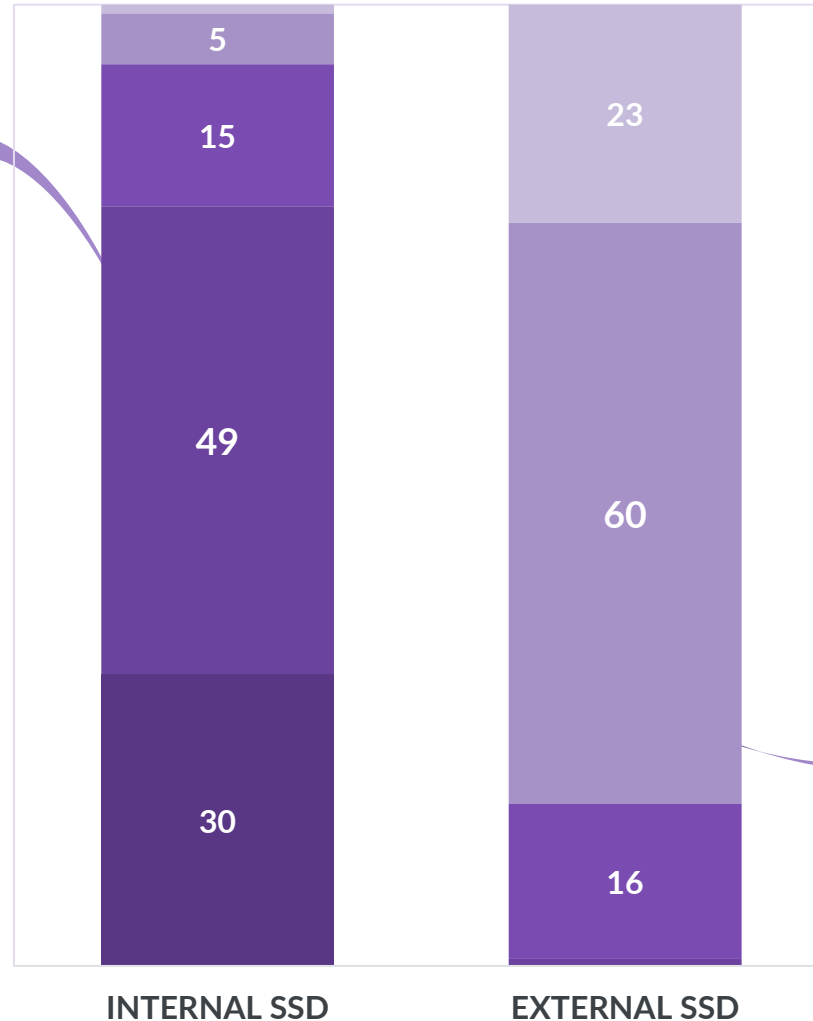
256GB most common capacity within Internal & 1TB most common within External



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256GB
ASP: ₹2,500

- > 1TB
- 1TB
- 512GB
- 256GB
- 128GB



Key takeaways

- 256GB contributes to 49% of Internal SSD sales, with an average selling price of ₹2,500
- Internal SSD are now a mainstream due to its modest pricing and superior features
- 1TB external SSD contributes to 60% of External SSD sales with an average selling price of ₹10,000
- External SSD are still a niche segment, due to high prices and availability of high performing External HDDs. External HDDs are capable enough to handle the need to store extra data

1TB
ASP: ₹10,000

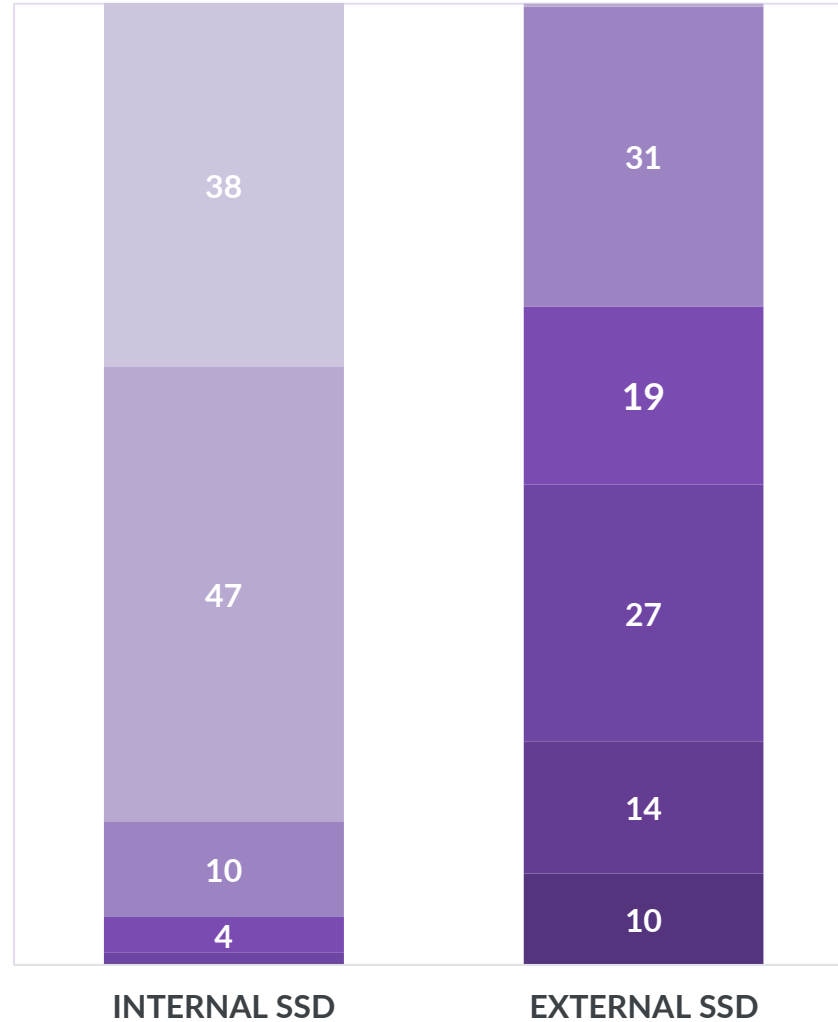
Internal and External Solid State Drives by Price Bands

Majority of Internal SSDs are sold in < ₹4,000; whereas External SSDs sold above ₹4,000



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- < 2K
- 2K < 4K
- 4K < 6K
- 6K < 8K
- 8K < 12K
- 12K < 20K
- >= 20K



Key takeaways

- 128 GB Internal SSD is the biggest contributor in <2,000₹ price band.
- 256 GB – 512 GB Internal SSDs are the biggest contributor in ₹ 2,000 - ₹ 4,000 price band.
- 1TB External SSD is the highest contributor in the ₹8,000 - ₹12,000 price band.
- 51% of >1TB External SSDs are sold in ₹ 12-20K price band.

Contributors



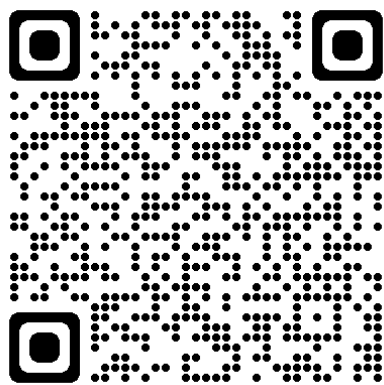
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For detailed market analysis and future trends

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