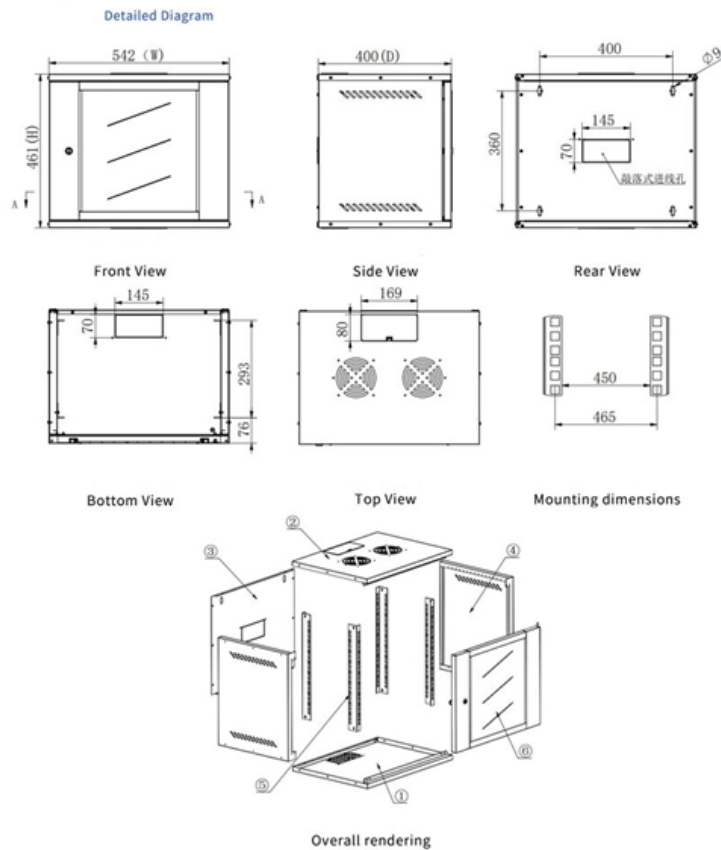


AI server order snatching price increase





Overview

A severe server DRAM shortage, fueled by the AI arms race, has led to 50% price hikes and left hyperscalers with only 70% of their orders fulfilled, with ripple effects hitting consumer PC prices. Counterpoint warns that DDR5 RDIMM costs may surge 100% amid manufacturers' pivot to AI chips and Nvidia's memory-intensive AI server platforms, leaving enterprises with limited procurement leverage. The result is a cost shock that ripples through almost every device with a memory slot. That's despite agreeing to contract price increases of up to 50% for Q4, well above the 30% hike many buyers had budgeted for earlier this year. Every layer of the stack, including GPU modules, memory, networking, power, and cooling, has repriced sharply heading into 2026.



AI server order snatching price increase

Server DRAM prices surge up to 50% as AI-induced

The DRAM supply chain is choking, and server memory is taking the first hit. According to DigiTimes, major U.S. and Chinese hyperscalers are now

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Leveraging Artificial Intelligence in Pricing

Conventional pricing strategies, which frequently depend on human analysis and historical data, are insufficient to stay competitive. Artificial

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AI memory crunch forces DRAM market into 'hourly

Memory prices have begun shifting on an hourly basis as the AI-driven shortage intensifies, according to a DigiTimes report published today, with

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AI demand fuels hardware chaos as DRAM and PC

Server and PC manufacturers are facing a sharp rise in component costs, largely driven by memory shortages. Analysts warn that DRAM and HBM

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AI is changing server sales but paying off for enterprises

A pair of reports from Omdia paints a positive picture of the impact of AI on business as well as a decline in overall server shipments as buyers prioritize GPU-driven systems.

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How AI is Changing the Way Retailers Set Prices (And What It Means)

Retailers are using AI to adjust prices faster than ever. Here's how dynamic pricing works and how savvy shoppers can stay ahead.

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Why Companies Using AI Should Increase Prices

Also in the Forbes CIO newsletter: How to upgrade tech at Gillette Stadium, Meta deal fuels the nuclear power boom, federal government reshuffles AI research entity.

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Why are RAM prices rising? Here's what you need to



Everything you need to know about surging prices, AI demand, and global tech market disruption

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AI Infrastructure Growth Causes Memory Shortage with

A severe server DRAM shortage, fueled by the AI arms race, has led to 50% price hikes and left hyperscalers with only 70% of their orders fulfilled,

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NAND flash prices are climbing fast as AI servers soak

These price increases appear more durable than temporary, given limited supply growth, which reduces the likelihood of price retracement after

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Why AI Servers Are Getting More Expensive

Every layer of the stack, including GPU modules, memory, networking, power, and cooling, has repriced sharply heading into 2026. This is not a temporary spike or a factory shutdown. The cost escalation

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Server DRAM prices surge up to 50% as AI-induced memory

The DRAM supply chain is choking, and server memory is taking the first hit, with major U.S. and Chinese hyperscalers now receiving just 70% of the server DRAM they order.

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Skyrocketing memory prices trigger a chain reaction in the AI server

Since the third quarter of 2025, the continued surge in DDR4 and DDR5 memory prices has triggered a chain reaction across the industry chain, with AI servers bearing the



brunt of the

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AI Server and AI Notebook Hardware Upgrades Drive Demand for

The AI hardware boom is in full swing: TrendForce reports that the first half of this year witnessed a robust increase in AI server orders. Looking ahead, the latter half of the year promises

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AI Data Centers Scooping up RAM, Laptop Prices Could Spike

With AI Data Centers Scooping up RAM, Laptop Prices Could Spike in 2026 Phones and other tech products will be affected by shortages, too--with experts predicting "shrinkflation" in

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Skyrocketing memory prices trigger a chain reaction in the AI server

An eight-GPU training AI server requires 32 DDR5 memory modules, increasing the memory cost from the typical 15% to 28% of the total server cost. Industry estimates show that, for a

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AI, greed cause massive spike in memory prices

DRAM prices have skyrocketed thanks to the explosion in construction of AI data centers, which can require massive amounts of memory. Prices are

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Server memory prices could double by 2026 as AI



Server memory prices could double by the end of 2026, driven by manufacturers' pivot to AI-focused production and Nvidia's shift to smartphone

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Samsung And Sk Hynix Lead Memory Price Hikes As Ai Server

Samsung and SK Hynix are raising DRAM and NAND prices as AI server demand soars. Samsung's HBM4 leadership and AI-driven DRAM growth are expected to reshape the global memory market by

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As AI Eats Up The World's Chips, Memory Prices Take

Server DRAM prices alone are projected to rise by more than 60% quarter-on-quarter in early 2026, soaking up output that would otherwise feed

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AI data centers are swallowing the world's memory and

Once-cheap SSDs, DRAM, and HDD prices are climbing fast as AI demand and constrained supply converge to create the tightest market in years.

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DRAM prices soar as hyperscalers pay 50% more for

Per DigiTimes, some major hyperscalers agreed to fourth quarter contract price increases of up to 50 percent over what they'd been previously

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You're not going crazy -- you may actually be paying higher prices

The orders seek to understand how technologies like AI along with consumers' personal information could be used "to categorize individuals and set a targeted price for a



product or service

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As AI Eats Up The World's Chips, Memory Prices Take

At CES 2026, sleek new laptops dazzled--but soaring memory costs driven by AI chip demand threaten to make everyday PCs pricier and less powerful.

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AI Demand Triggers Memory Crisis: DRAM Prices

AI-driven demand has created a severe memory shortage, pushing DRAM prices up 50% and leaving even major cloud providers receiving only 70%

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