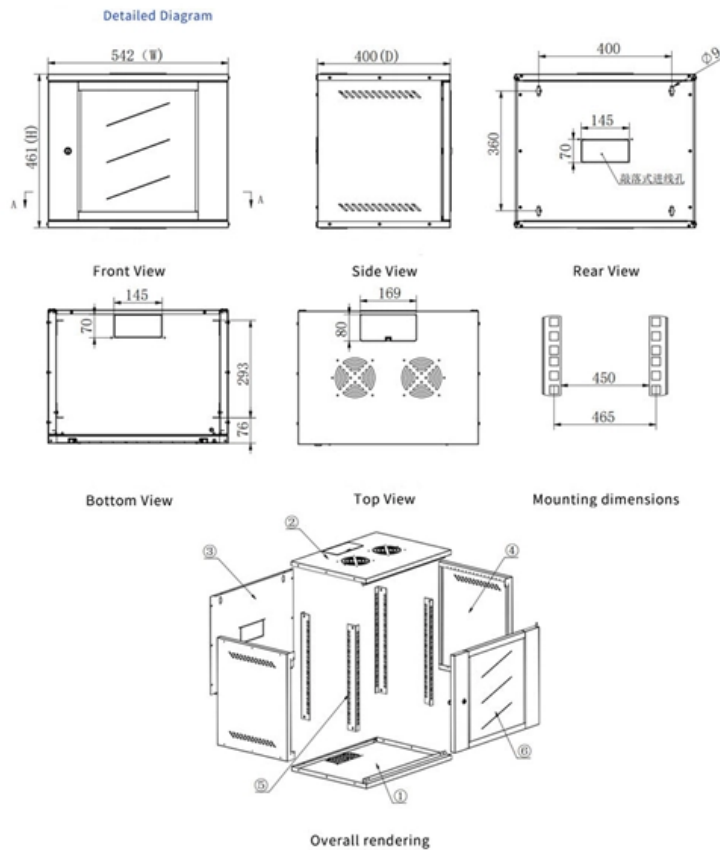


# AI server order snatching price increase





## Overview

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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

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### 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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