

# Crucial is shutting down – because Micron wants to sell its RAM and SSDs to AI companies instead

Micron is retiring the Crucial brand, marking the end of its line of budget-friendly solid-state drives (SSDs) and RAM kits, as reported earlier by *VideoCardz*. In an announcement on Wednesday, Micron says winding down its consumer-focused business will “improve supply and support for our larger, strategic customers in faster-growing segments” – a.k.a. AI companies.

Now, there’s going to be one less brand selling consumer-focused memory for PCs, potentially intensifying the global memory shortage. Soaring demand for RAM is already impacting pricing at CyberPowerPC, Framework, and Raspberry Pi, while HP has even hinted at raising the prices of its devices or equipping them with less memory.

Micron will keep shipping Crucial products until the end of February 2026 and provide “continued warranty service and support.”

<https://www.theverge.com/news/837594/crucial-ram-ssd-micron-ai>