

2006 Application Specific Analog

Analog Application Specific ICs Markets – Worldwide



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Abstract

The most attractive consuming applications for analog ASIC/ASSP products continue to be found in wireless, in handsets specifically, while real opportunities remain in consumer electronics, computer mass storage, and in automotive safety systems. The Databeans forecast for application specific analog calls for healthy growth over the next five years, at a rate of 11 percent on average annually, and 12 percent on average growth for unit shipments. Pricing for the forecast period as a whole is expected to be flat, as unit growth will overtake revenue growth, on increased production efficiency and lower costs.

The major analog ASIC/ASSP applications currently in focus are cell phones, portable music players, smart phones, HDTV, and automotive safety systems. Over the next year, the most successful suppliers will be those that have cut production costs and expenses, while offering IC products that make sense to the current market, in terms of performance and pricing. Many of these products will be communications chips, in low-cost cell phones and in the next generation models as well, and in new wireless infrastructure, especially for the emerging regions of the world.

This study provides readers with an overview of the ASIC/ASSP analog market, a regional analysis, consumption demand by application, and market share. Detailed forecasts include revenue and shipment data over the next five years and quarterly for products by market segment including wired, wireless, automotive, computer, consumer, and industrial. Market share for 1H 2006 is included.

This study is available through individual report purchase for **\$1,495 USD** or available at a discounted rate through our **2006 Analog Markets Worldwide Service** or the **Analog Application Specific IC Markets Worldwide**, which includes this study as well as other in-depth reports on Amplifiers, Comparators, Data Converters, Interface, Analog Power Management, and other application specific devices. All of our research is backed by a coverage guarantee, meaning that if you purchase a report and need additional information, our analysts are available to continue the analysis, customized to your organization's needs.

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