

2009 Amplifiers and Comparators

Analog Markets – Worldwide



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Publication Number: 09ANALOG-AmpsComps

May 2009

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www.databeans.net

Abstract

Amplifiers and comparators together constitute 18 percent of the current General Purpose Analog product market. These are important signal conditioning circuits used in most of the mature electronic designs, and also in next-generation devices in communications, computing, and consumer electronics. Consumption extends widely across major markets and applications, and amplifier sales for this year will follow the generally downward trend in semiconductor demand.

Volume applications markets that require amplifiers and comparators include wireless base stations, DSL modems and infrastructure, desktop and notebook computers, printers, and a range of consumer electronics, such as digital televisions, set-top boxes, and digital cameras. These components are also being used increasingly in the industrial and automotive markets, which would include applications such as control infrastructure, ATE, medical electronics, Mil/Aero navigation and radar, and vehicle navigation and entertainment systems.

The combined amplifiers and comparators market is valued at \$2.2 billion for 2009, with current average annual growth rates of 8 percent and 11 percent over the next five year forecast period for revenue and shipments respectively.

Amplifiers unit pricing will likely continue to be flat at \$0.28 ASP for this year, because of the lackluster demand. Pricing for amplifiers can be differentiated clearly between the general purpose or commodity products which are the lowest priced and the much higher priced instrumentation and precision segments. Higher priced amplifiers would include the precision components being utilized in the latest communications products. The remaining segments such as high-speed, low power, and low voltage, fall just above the market average for ASPs.

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