

2009 Analog ICs

Analog Markets – Worldwide



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Abstract

Worldwide Analog revenue at the end of 2008 was over \$35.6 billion giving this product segment 14 percent share of the semiconductor industry. It is slightly larger than the microprocessor market and only surpassed by memory and logic. Analog plays a key role in electronics, providing power management, video signal conditioning, audio signal conditioning and more. Analog technology brings the digital “zeros and ones” to life through sound, images, and touch.

In general the analog market is fragmented, with no single supplier holding more than 10 percent share except for two large players; Texas Instruments and STMicroelectronics. While Texas Instruments does market a significant amount of application specific products, its strong positioning is primarily due to success in the general purpose analog market. Differently, STMicroelectronics power position is in the application specific markets.

This year, overall analog revenue is expected to drop by 21 percent and unit shipments are expected to fall by 21 percent. This is due to an inventory reduction that has taken place and will continue over the first and second quarter of 2009. On top of this there has been a drop in end equipment demand in the consumer and commercial space. During the first quarter, Databeans expects to see an increase in orders for the mobile handset first, followed by consumer electronics in the second and third quarter and finally computer in the fourth quarter.

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Table of Contents

Significant Findings	1
Product Segmentation	2
Major Suppliers	4
Analog Revenue and Shipment Expectations	4
Regional Analysis	7
Americas	9
Europe	13
Japan.....	16
Asia Pacific.....	19
Consumption Analysis	23
Automotive	25
Computers.....	30
Consumer	35
Communications	40
Industrial.....	45
Production Analysis.....	49
High Performance Analog.....	49
Standard Performance Analog.....	51
Standard Analog.....	52
Amplifiers (Signal Conditioning).....	53
Data Converters	55
Interface.....	57
Power Management.....	58
Special Purpose Analog.....	60
Automotive Specific	61
Computer Specific	62
Consumer Specific	63
Communications Specific	65
Industrial Specific.....	66
Market Share Analysis	69
Texas Instruments	76
STMicroelectronics	77
Infineon Technologies	77
Analog Devices	78
NXP Semiconductors	79
National Semiconductor	80
Maxim Integrated Products.....	80
Linear Technology	81
Freescale Semiconductor	82
RF Micro Devices.....	82
Renesas Technology	83

ON Semiconductor	83
Skyworks Solutions	84
CSR.....	84
Intersil.....	85
Methodology.....	87
Databeans Market and Product Segmentation Definitions	89
Market Segmentation.....	89
Product Segmentation	96

Table of Figures

Figure 1: 2009 Worldwide Semiconductor Revenue Share by Product.....	1
Figure 2: Worldwide General Purpose Analog Market Forecast (Revenue, Units, and ASP).....	2
Figure 3: Worldwide Application Specific Analog Market Forecast (Revenue, Units, and ASP).....	3
Figure 4: Worldwide Analog Market Forecast (Revenue, Units, and ASP).....	5
Figure 5: Worldwide Analog Revenue Forecast by Region	7
Figure 6: 2009 and 2014 Worldwide Analog Revenue Share by Region.....	8
Figure 7: Americas Analog Revenue Forecast.....	10
Figure 8: Americas Analog Market Forecast (Revenue, Units, and ASP).....	11
Figure 9: 2009 Americas Analog Revenue Share by Product	12
Figure 10: Europe Analog Revenue Forecast.....	13
Figure 11: Europe Analog Market Forecast (Revenue, Units, and ASP).....	14
Figure 12: 2009 Europe Analog Revenue Share by Product	15
Figure 13: Japan Analog Revenue Forecast.....	16
Figure 14: Japan Analog Market Forecast (Revenue, Units, and ASP)	17
Figure 15: 2009 Japan Analog Revenue Share by Product.....	18
Figure 16: Asia Pacific Analog Revenue Forecast	19
Figure 17: Asia Pacific Analog Market Forecast (Revenue, Units, and ASP)	20
Figure 18: 2009 Asia Pacific Analog Revenue Share by Product	21
Figure 19: Worldwide Analog IC Revenue Forecast by Market Segment	23
Figure 20: 2009 and 2014 Worldwide Analog Revenue Share by Market Segment.....	24
Figure 21: 2009 Worldwide Automotive Analog Revenue Forecast by Product Type	26
Figure 22: Worldwide Analog Revenue Forecast by Automotive Application.....	27
Figure 23: 2009 Worldwide Computer Analog Revenue Forecast by Product Type	31
Figure 24: 2009 Worldwide Analog Revenue Forecast by Computer Application.....	32

Figure 25: Worldwide Consumer Analog Revenue Forecast by Product Type.....	36
Figure 26: Worldwide Analog Revenue Forecast by Consumer Application	37
Figure 27: Worldwide Communications Analog Revenue Forecast by Product Type.....	41
Figure 28: Worldwide Analog Revenue Forecast by Communications Application	42
Figure 29: Worldwide Industrial Analog Revenue Forecast by Product (Bar Chart)	46
Figure 30: Worldwide Analog Revenue Forecast by Industrial Application Area (Bar Chart)	47
Figure 31: Worldwide High Performance Analog Revenue Forecast by Product	50
Figure 32: Standard Performance Analog Revenue Forecast by Product	51
Figure 33: Worldwide Standard Analog Revenue Forecast by Product.....	52
Figure 34: Worldwide Amplifier Market Forecast (Revenue, Units, and ASP)	54
Figure 35: Worldwide Amplifier and Comparator (Signal Conditioning) Market Forecast (Revenue, Units and ASP)	55
Figure 36: Worldwide Data Converter Market Forecast (Revenue, Units and ASP).....	56
Figure 37: Worldwide Interface Market Forecast (Revenue, Units and ASP)	57
Figure 38: Worldwide Power Management Market Forecast (Revenue, Units and ASP).....	59
Figure 39: Worldwide Special Purpose Analog Revenue Forecast by Product	60
Figure 40: Worldwide Automotive Specific Analog Market Forecast (Revenue, Units and ASP)	62
Figure 41: Worldwide Computer Specific Analog Market Forecast (Revenue, Units and ASP)	63
Figure 42: Worldwide Consumer Specific Analog Market Forecast (Revenue, Units and ASP).....	64
Figure 43: Worldwide Communications Specific Analog Market Forecast (Revenue, Units and ASP).....	66
Figure 44: Worldwide Industrial Specific Analog Market Forecast (Revenue, Units and ASP)	67
Figure 45: 2008 Worldwide Analog Revenue by Supplier.....	70

Table of Tables

Table 1: Worldwide General Purpose Analog Market Forecast (Revenue, Units, and ASP).....	2
Table 2: Worldwide Application Specific Analog Market Forecast (Revenue, Units, and ASP)	3
Table 3: Worldwide Analog Market Forecast (Revenue, Units, and ASP)	5
Table 4: Worldwide Analog Revenue Forecast by Region.....	8
Table 5: Worldwide Analog Shipment Forecast by Region	9
Table 6: Americas Analog Market Forecast (Revenue, Units, and ASP)	11
Table 7: Americas Analog Revenue Forecast by Product	12
Table 8: Europe Analog Market Forecast (Revenue, Units, and ASP)	14

Table 9: Europe Analog Revenue Forecast by Product	15
Table 10: Japan Analog Market Forecast (Revenue, Units, and ASP).....	17
Table 11: Japan Analog Revenue Forecast by Product.....	18
Table 12: Asia Pacific Analog Market Forecast (Revenue, Units, and ASP).....	20
Table 13: Asia Pacific Analog Revenue Forecast by Product.....	21
Table 14: Worldwide Analog IC Revenue Forecast by Market Segment	25
Table 15: Worldwide Automotive Analog Revenue Forecast by Product Type	26
Table 16: Worldwide Analog Revenue Forecast by Automotive Application.....	27
Table 17: Worldwide Automotive Electronics Revenue Forecast by Application.....	28
Table 18: Worldwide Automotive Electronics Shipment Forecast by Application.....	29
Table 19: Worldwide Computer Analog Revenue Forecast by Product Type.....	31
Table 20: Worldwide Analog Revenue Forecast by Computer Application	32
Table 21: Worldwide Computer Electronics Revenue Forecast by Application.....	33
Table 22: Worldwide Computer Electronics Shipment Forecast by Application	34
Table 23: Worldwide Consumer Analog Revenue Forecast by Product Type	36
Table 24: Worldwide Analog Revenue Forecast by Consumer Application.....	37
Table 25: Worldwide Consumer Electronics Revenue Forecast by Application.....	38
Table 26: Worldwide Consumer Electronics Shipment Forecast by Application.....	39
Table 27: Worldwide Communications Analog Revenue Forecast by Product Type	41
Table 28: Worldwide Analog Revenue Forecast by Communications Application.....	42
Table 29: Worldwide Communications Electronics Revenue Forecast by Application.....	43
Table 30: Worldwide Communications Electronics Shipment Forecast by Application.....	44
Table 31: Worldwide Industrial Analog Revenue Forecast by Product.....	46
Table 32: Worldwide Analog Revenue Forecast by Industrial Application Area.....	47
Table 33: Worldwide Industrial Electronics Revenue Forecast by Application Area.....	48
Table 34: Worldwide Industrial Electronics Shipment Forecast by Application Area.....	48
Table 35: Worldwide High Performance Analog Revenue Forecast by Product.....	50
Table 36: Standard Performance Analog Revenue Forecast by Product.....	51
Table 37: Worldwide Standard Analog Revenue Forecast by Product	52
Table 38: Worldwide Standard Analog Shipment Forecast by Product	53
Table 39: Worldwide Amplifier Market Forecast (Revenue, Units, and ASP).....	54
Table 40: Worldwide Amplifier and Comparator (Signal Conditioning) Market Forecast (Revenue, Units, and ASP)	55

Table 41: Worldwide Data Converter Market Forecast (Revenue, Units, and ASP).....	56
Table 42: Worldwide Interface Market Forecast (Revenue, Units, and ASP).....	58
Table 43: Worldwide Power Management Market Forecast (Revenue, Units, and ASP).....	59
Table 44: Worldwide Special Purpose Analog Revenue Forecast by Product.....	60
Table 45: Worldwide Special Purpose Analog Shipment Forecast by Product.....	61
Table 46: Worldwide Automotive Specific Market Forecast (Revenue, Units, and ASP).....	62
Table 47: Worldwide Computer Specific Market Forecast (Revenue, Units, and ASP).....	63
Table 48: Worldwide Consumer Specific Market Forecast (Revenue, Units, and ASP).....	64
Table 49: Worldwide Communications Specific Market Forecast (Revenue, Units, and ASP).....	65
Table 50: Worldwide Industrial Specific Market Forecast (Revenue, Units, and ASP).....	67
Table 51: 2007 and 2008 Worldwide Analog IC Revenue by Supplier.....	71
Table 52: 2007 and 2008 Americas Analog IC Revenue by Supplier.....	72
Table 53: 2007 and 2008 Europe Analog IC Revenue by Supplier.....	73
Table 54: 2007 and 2008 Japan Analog IC Revenue by Supplier.....	74
Table 55: 2007 and 2008 Asia Pacific Analog IC Revenue by Supplier.....	75

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