

2009 Automotive Analog ICs

Analog Markets – Worldwide



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Abstract

The automotive market is in for some rocky times ahead. Shipments of new vehicles are expected to be down 5 percent from 2008 in 2009 as consumers around the world put off purchasing a new mode of transportation due to lack of credit options.

Longer term, however, vehicle production will continue to grow after the economy stabilizes. There are plenty of areas where there is potential growth, particularly in China and India where penetration rates are still relatively low. In 2008 nearly 66 million vehicles were shipped worldwide, resulting in a market worth \$833 billion in 2008. Some long term forecasts call for nearly 100 million vehicles shipping 10 years from now.

The market for automotive semiconductors is expected to fall to \$15 billion in 2009. Because of the trends toward more electronics in controls and increasing demand for hybrids, the demand for semiconductors required in automotive is growing at a much faster rate than the applications.

The automotive analog market is expected to drop to \$4.4 billion in 2009 from a high of \$5.7 billion in 2008. Growth is expected, however over the next few years. Growth is driven by application specific devices which account for over 75 percent of worldwide revenue for analog in automotive applications.

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Table of Contents

Significant Findings	1
Automotive Electronics	2
Automotive Semiconductors	3
Automotive Analog	5
Regional Forecast.....	9
Americas	11
Europe	12
Japan.....	13
Asia Pacific.....	14
Consumption Analysis	15
Safety Systems	17
Drivetrain	18
Cockpit Electronics	19
Aftermarket.....	21
Body Electronics and Other	22
Consumption Analysis Data Tables.....	23
Technology Trends.....	25
Market Share Analysis	29
STMicroelectronics	32
Infineon Technologies	33
NXP Semiconductors	34
Freescale Semiconductor	34
Bosch	35
Methodology.....	37
Databeans Market and Product Segmentation Definitions	39
Market Segmentation.....	39
Product Segmentation	46

Table of Figures

Figure 1: Worldwide Vehicle Shipment Estimates for Cars and Light Trucks.....	1
Figure 2: Worldwide Automotive Electronics Revenue Forecast.....	2
Figure 3: Worldwide Automotive Semiconductor Revenue Forecast.....	4
Figure 4: 2009 Worldwide Automotive Semiconductor Revenue Share by Product.....	4
Figure 5: 2009 Worldwide Automotive Analog Revenue Share by Product.....	6
Figure 6: Worldwide Automotive Analog Revenue Forecast by Product.....	6
Figure 7: Worldwide Automotive Analog ASSP Market Revenue Forecast.....	7
Figure 8: Worldwide Automotive Analog ASSP Market Forecast (Revenue, Units, and ASP).....	8
Figure 9: Worldwide Automotive Analog ASSP Revenue Forecast by Region.....	9
Figure 10: 2009 and 2014 Worldwide Automotive Analog ASSP Revenue Share by Region.....	10
Figure 11: Americas Automotive Analog ASSP Revenue Forecast.....	11
Figure 12: Europe Automotive Analog ASSP Revenue Forecast.....	12
Figure 13: Japan Automotive Analog ASSP Revenue Forecast.....	13
Figure 14: Asia Pacific Automotive Analog ASSP Revenue Forecast.....	14
Figure 15: 2009 Worldwide Automotive Analog ASSP Revenue Share by Application Market.....	15
Figure 16: Worldwide Automotive Analog ASSP Revenue Forecast by Application Market.....	16
Figure 17: Worldwide Automotive Analog ASSP Revenue Forecast – Safety Systems.....	17
Figure 18: Worldwide Automotive Analog ASSP Revenue Forecast – Drivetrain.....	19
Figure 19: Worldwide Automotive Analog ASSP Revenue Forecast – Cockpit Electronics.....	20
Figure 20: Worldwide Automotive Analog ASSP Revenue Forecast – Aftermarket.....	21
Figure 21: Worldwide Automotive Analog ASSP Revenue Forecast – Body Electronics and Other.....	22
Figure 22: 2009 Worldwide Automotive Analog ASSP Revenue Share by Product Type.....	26
Figure 23: Worldwide Automotive Analog ASSP Revenue Forecast by Product Type.....	27
Figure 24: 2008 Worldwide Automotive Analog ASSP Revenue Share by Supplier.....	29

Table of Tables

Table 1: Worldwide Automotive Semiconductor Revenue Forecast by Product	5
Table 2: Worldwide Automotive Analog Revenue Forecast by Product.....	7
Table 3: Worldwide Automotive Analog ASSP Market Forecast (Revenue, Units, and ASP)	8
Table 4: Worldwide Automotive Analog ASSP Revenue Forecast by Region	10
Table 5: Worldwide Automotive Analog ASSP Shipment Forecast by Region	10
Table 6: Worldwide Automotive Analog ASSP Revenue Forecast by Application Market	16
Table 7: Worldwide Automotive Electronics Revenue Forecast by Application.....	23
Table 8: Worldwide Automotive Electronics Shipment Forecast by Application	24
Table 9: Worldwide Automotive Analog ASSP Revenue Forecast by Product Type	27
Table 10: 2007 and 2008 Worldwide Automotive Analog ASSP Revenue by Supplier	30
Table 11: 2007 and 2008 Americas Automotive Analog ASSP Revenue by Supplier	30
Table 12: 2007 and 2008 Europe Automotive Analog ASSP Revenue by Supplier	31
Table 13: 2007 and 2008 Japan Automotive Analog ASSP Revenue by Supplier.....	31
Table 14: 2007 and 2008 Asia Pacific Automotive Analog ASSP Revenue by Supplier	32

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