

# 2009 Automotive Analog ICs

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Analog Markets – Worldwide



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Publication Number: 09ANALOG-Automotive

April 2009

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Reno, NV 89523

Phone: 775.624.6200

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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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