2009 Computer Analog ICs

Analog Markets – Worldwide

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Abstract

The computer segment is a significant consumption market for analog products including power management, interface, display ICs, and storage, and control ICs found in hard drives. Computer Analog is defined as an analog IC that is used specifically for the computer application market alone. It is part of the large Analog ASSP market which collects revenue of around $20 billion annually.

Databeans predicts that the Analog Application Specific Standard Product (ASSP) market will reach $15.4 billion in revenue in 2009. Consumption of analog ASSPs is primarily lead by the wireless segment with $5.9 billion projected for 2009 thanks to demand for wireless phones, infrastructure, LANs, and radio applications. Other ASSP products include automotive, industrial, consumer, and computer, which is the subject of this report.

Application specific computer analog products include motor control devices for hard disk drives and other electromechanical systems, interface, battery management for notebook PCs, power management for internal microprocessors, and subsystems and miscellaneous special purpose products used in a typical bill of materials for computer applications. Special purpose or application specific products are either standard products that have been designed to implement specific application functions, or circuits exclusively created to suit a customer's particular requirements. This category does not include any general-purpose parts. Databeans predicts that this sector will reach $2.3 billion in sales or 15 percent of total consumption in 2009.

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