

# 2009 Consumer Analog ICs

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Analog Markets – Worldwide



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Susie Inouye

Matt Scherer

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Phone: 775.624.6200

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## Abstract

Despite the difficult global economic conditions consumer electronics are predicted to remain a profitable segment for semiconductor suppliers. The analog market plays a critical role in the function of consumer electronics, providing audio, video, power management, and motor control.

Semiconductor revenue from the consumer segment amounts to \$43.5 billion in 2009. Both revenue and unit is expected to grow at about the same rate so pricing will be stable in this application market segment over the next five years. Following the rocky third and fourth quarters in 2008, the consumer semiconductor market has quite a large hole to climb out of. However, due to the current inventory levels in the channel, revenue should be close to 2008 levels by 2010 and continue growth at a rate of 12 percent on average over the forecast period.

Databeans predicts that consumer analog devices will reach \$5.1 billion in revenue for 2009. Despite falling 28 percent from 2008, it will remain one of the leading analog semiconductor markets, trailing only communications. Consumer analog devices are expected to experience strong compound annual growth rates of 11 percent annually over the forecasted period, reaching \$8.4 billion by 2014.

Special purpose consumer analog constitutes the largest consumer analog sub-segment with \$2.1 billion in projected revenue for 2009. This segment is predicted to grow 10 percent on average over the next five years, thanks primarily to major adoption in audio and video electronics such as multimedia players, flat screen televisions, speakers, and mobile handsets. Analog ASSP product revenue is expected to be higher in the consumer segment this year and in the future thanks to ever increasing electronics consumption in emerging foreign markets.

This study is available through individual report purchase for **\$2,300.00 USD**, or available at a discounted rate through our **Databeans Complete Library**, the **Analog Markets Service**, or the **Analog Applications Service**, which includes this study as well as other in-depth reports on Amplifiers, Comparators, Data Converters, Interface, Analog Power Management, and application specific devices. For our subscription service subscribers, all of our research is backed by a coverage guarantee meaning if you purchase a report and need additional information, our analysts are available to continue the analysis, customized to your organization's needs.

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# Table of Contents

Significant Findings .....	1
Consumer Electronics Market .....	1
Consumer Semiconductors .....	3
Consumer Analog Market .....	4
Special Purpose Consumer Analog.....	5
Regional Forecast.....	7
Americas .....	14
Europe .....	15
Japan.....	16
Asia Pacific.....	18
Application Consumption Analysis .....	21
Video.....	23
DVD and Blu-Ray .....	23
Set-Top Box.....	24
Televisions.....	25
Audio .....	26
Portable Audio .....	27
Receivers/Docks/Radio .....	28
Mobile Phones.....	28
Automotive .....	29
Personal Electronics .....	29
Cameras .....	30
Camcorders .....	31
Toys and Games .....	32
White Goods and Other .....	32
Consumer Electronics Revenue and Shipment Forecasts.....	34
Production Analysis.....	37
DACs/CODECs .....	40
Motor Control and Other.....	41
Class AB Amplifiers .....	43
AFE.....	44
Class D Amplifiers.....	45
Video ICs .....	46
Market Share Analysis .....	47
NXP Semiconductors .....	53
Infineon Technologies .....	54
STMicroelectronics .....	55
SANYO .....	56
Renesas Technology .....	57
Rohm .....	57
Texas Instruments .....	58
Methodology.....	59
Databeans Market and Product Segmentation Definitions .....	61
Market Segmentation.....	61
Product Segmentation .....	68

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# Table of Figures

Figure 1: 2009 Worldwide Consumer Electronics Revenue Share by Application Market .....	2
Figure 2: Worldwide Consumer Electronics Revenue Forecast.....	2
Figure 3: Worldwide Consumer Semiconductor Market Forecast (Revenue, Units, and ASP).....	3
Figure 4: Worldwide Consumer Analog Market Forecast (Revenue, Units, and ASP).....	4
Figure 5: Worldwide Consumer Analog ASSP Market Forecast (Revenue, Units, and ASP).....	6
Figure 6: 2009 and 2014 Worldwide Consumer Analog ASSP Revenue Share by Region.....	8
Figure 7: Worldwide Consumer Analog ASSP Revenue Forecast by Region.....	9
Figure 8: Worldwide Consumer AV Analog ASSP Revenue Forecast by Region .....	10
Figure 9: Worldwide Consumer Audio Analog ASSP Revenue Forecast by Region .....	11
Figure 10: Worldwide Consumer Video Analog ASSP Revenue Forecast by Region.....	12
Figure 11: Worldwide Consumer Other Analog ASSP Revenue Forecast by Region.....	13
Figure 12: Worldwide Americas Consumer Analog ASSP Revenue Forecast.....	14
Figure 13: Worldwide Europe Consumer Analog ASSP Revenue Forecast.....	16
Figure 14: Worldwide Japan Consumer Analog ASSP Revenue Forecast .....	17
Figure 15: Worldwide Asia Pacific Consumer Analog ASSP Revenue Forecast.....	19
Figure 16: Worldwide Consumer Analog ASSP Revenue Forecast by Application Market.....	22
Figure 17: Worldwide Consumer Video Analog ASSP Revenue Forecast by Application .....	23
Figure 18: Worldwide Consumer Audio Analog ASSP Revenue Forecast by Application .....	26
Figure 19: Worldwide Consumer Personal Electronics Analog ASSP Revenue Forecast by Application .....	30
Figure 20: Worldwide Consumer White Goods and Other Analog ASSP Revenue Forecast by Application .....	33
Figure 21: Worldwide Consumer Analog ASSP Revenue Forecast by Product.....	37
Figure 22: 2009 and 2014 Worldwide Consumer Analog ASSP Revenue Share by Product.....	38
Figure 23: Worldwide Consumer Analog ASSP Revenue Forecast – DACs/CODECs.....	40
Figure 24: Worldwide Consumer Analog ASSP Revenue Forecast – Motor Control and Other* .....	42
Figure 25: Worldwide Consumer Analog ASSP Revenue Forecast – Class AB Amplifiers.....	43
Figure 26: Worldwide Consumer Analog ASSP Revenue Forecast – AFE* .....	44
Figure 27: Worldwide Consumer Analog ASSP Revenue Forecast – Class D Amplifier.....	45
Figure 28: Worldwide Consumer Analog ASSP Revenue Forecast – Video ICs* .....	46
Figure 29: 2008 Worldwide Consumer Analog ASSP Revenue Share by Supplier.....	47

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# Table of Tables

Table 1: Worldwide Consumer Electronics Revenue Forecast by Application Market.....	1
Table 2: Worldwide Consumer Semiconductor Market Forecast (Revenue, Units, and ASP) .....	3
Table 3: Worldwide Consumer Analog Market Forecast (Revenue, Units, and ASP) .....	5
Table 4: Worldwide Consumer Analog ASSP Market Forecast (Revenue, Units, and ASP) .....	6
Table 5: Worldwide Consumer Analog ASSP Revenue Forecast by Region.....	9
Table 6: Worldwide Consumer Analog ASSP Shipment Forecast by Region .....	9
Table 7: Worldwide Consumer AV Analog ASSP Revenue Forecast by Region.....	10
Table 8: Worldwide Consumer AV Analog ASSP Shipment Forecast by Region.....	10
Table 9: Worldwide Consumer Audio Analog ASSP Revenue Forecast by Region.....	11
Table 10: Worldwide Consumer Video Analog ASSP Revenue Forecast by Region.....	12
Table 11: Worldwide Consumer Other Analog ASSP Revenue Forecast by Region.....	13
Table 12: Worldwide Consumer Other Analog ASSP Shipment Forecast by Region .....	13
Table 13: Worldwide Consumer Analog ASSP Revenue Forecast by Application Market.....	22
Table 14: Worldwide Consumer Analog ASSP Shipment Forecast by Application Market .....	22
Table 15: Worldwide Consumer Video Analog ASSP Revenue Forecast by Application.....	23
Table 16: Worldwide Consumer Audio Analog ASSP Revenue Forecast by Application .....	27
Table 17: Worldwide Consumer Personal Electronics Analog ASSP Revenue Forecast by Application .....	29
Table 18: Worldwide Consumer White Goods and Other Analog ASSP Revenue Forecast by Application .....	33
Table 19: Worldwide Consumer Electronics Revenue Forecast by Application.....	35
Table 20: Worldwide Consumer Electronics Unit Shipment Forecast by Application.....	36
Table 21: Worldwide Consumer Analog ASSP Revenue Forecast by Product .....	39
Table 22: Worldwide Consumer Analog ASSP Shipment Forecast by Product Type .....	39
Table 23: 2008 and 2007 Worldwide Consumer Analog ASSP Revenue Share by Supplier .....	48
Table 24: 2008 and 2007 Americas Consumer Analog ASSP Revenue Share by Supplier .....	49
Table 25: 2008 and 2007 Europe Consumer Analog ASSP Revenue Share by Supplier .....	50
Table 26: 2008 and 2007 Japan Consumer Analog ASSP Revenue Share by Supplier.....	51
Table 27: 2008 and 2007 Asia Pacific Consumer Analog ASSP Revenue Share by Supplier.....	52

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Publication Number: 09ANALOG-Consumer  
Research Analyst: Susie Inouye  
✉ [sinouye@databeans.net](mailto:sinouye@databeans.net)  
Research Analyst: Matt Scherer  
✉ [matt@databeans.net](mailto:matt@databeans.net)

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