

2009 Data Converters

Analog Markets – Worldwide



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Abstract

Over the long term, data converters consumption and revenue growth will be driven by the industrial, communications, and consumer electronics markets primarily, with demand from Asia Pacific manufacturing continuing to accelerate; the recent downturn experienced for data converters is due to the macro factors affecting the global economies and technology markets.

Data converters are part of the \$13 billion standard analog market which also includes amplifiers, comparators, interface and power. Data converters constitute 16 percent of this market, but are growing at a faster rate so share is growing. The only standard analog market that is growing at a faster rate than data converters is power. Standard analog revenue in 2009 is expected to drop by 16 percent this year due to a significant drop in demand during the 4th quarter of 2008 and another dismal first quarter in 2009. However, the market should rebound in 2010 where overall standard analog revenue is expected to return to growth with revenue of \$15.3 billion predicted for the year.

The 2009 data converters market will likely be down by about 24 percent from the previous year, and it is expected to underperform the total semiconductor industry. Much higher growth of 21 percent is expected for next year, assuming that there will be a recovery in semiconductors generally.

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Table of Contents

Significant Findings	1
Introduction.....	1
Data Converters Market Forecast	2
Regional Forecast.....	7
Americas	9
Economic Outlook.....	9
Data Converters Market.....	10
Europe	12
Economic Outlook.....	12
Data Converters Market.....	12
Japan.....	14
Economic Outlook.....	14
Data Converters Market.....	14
Asia Pacific.....	16
Economic Outlook.....	16
Data Converters Market.....	16
Data Converters Revenue, Shipment, and ASP Forecast by Region and Product	19
Consumption Analysis	23
Automotive	27
Computer	31
Consumer	35
Communications	40
Industrial.....	45
Medical.....	47
ATE.....	47
Telecom Testing	48
Mil/Aero Electronics	48
PLCs (Process Control)	49
Production Analysis.....	55
Analog to Digital Converters	57
General Purpose ADCs (<1MSPS)	60
High-Speed ADCs (>1MSPS)	61
Digital to Analog Converters	63
General Purpose DACs (<1MSPS).....	65
High-Speed DACs (>1MSPS).....	66
Analog Switches/Multiplexers/ Potentiometers.....	68
Market Share Analysis	71
Analog Devices	74
Texas Instruments.....	76
Maxim Integrated Products.....	77
Linear Technology	78
National Semiconductor	79
Fairchild Semiconductor International.....	80
STMicroelectronics	81
Intersil.....	82

Methodology.....	83
Databeans Market and Product Segmentation Definitions.....	85
Market Segmentation.....	85
Product Segmentation.....	92

Table of Figures

Figure 1: 2009 Worldwide Standard Analog Revenue Share by Product	2
Figure 2: Worldwide Data Converter Market Forecast (Revenue, Units, and ASPs).....	3
Figure 3: Worldwide Data Converter Revenue Forecast by Product Type.....	4
Figure 4: Worldwide Data Converter Shipment Forecast by Product Type.....	5
Figure 5: Worldwide Data Converter Revenue Forecast by Region	7
Figure 6: 2009 and 2014 Worldwide Data Converter Revenue Share by Region.....	8
Figure 7: Americas Data Converter Revenue Forecast by Product.....	11
Figure 8: Americas Data Converter Market Forecast (Revenue, Units, and ASPs).....	11
Figure 9: Europe Data Converter Revenue Forecast by Product.....	13
Figure 10: Europe Data Converter Market Forecast (Revenue, Units, and ASPs).....	13
Figure 11: Japan Data Converter Revenue Forecast by Product.....	15
Figure 12: Japan Data Converter Market Forecast (Revenue, Units, and ASPs).....	15
Figure 13: Asia Pacific Data Converter Revenue Forecast by Product.....	18
Figure 14: Asia Pacific Data Converter Market Forecast (Revenue, Units, and ASPs).....	18
Figure 15: Worldwide ADC Revenue Forecast by Region	19
Figure 16: Worldwide DAC/Switch/Mux Revenue Forecast by Region.....	19
Figure 17: 2009 Worldwide Data Converter Revenue Share by Market Segment	24
Figure 18: Worldwide Data Converter Revenue Forecast by Market Segment.....	25
Figure 19: Worldwide Automotive Data Converter Revenue Forecast by Product Type.....	27
Figure 20: Worldwide Automotive Data Converter Revenue Forecast by Application.....	28
Figure 21: Worldwide Computer Data Converter Revenue Forecast by Product	31
Figure 22: Worldwide Computer Data Converter Revenue Forecast by Application.....	32
Figure 23: Worldwide Consumer Data Converter Revenue Forecast by Product.....	35
Figure 24: Worldwide Consumer Data Converter Revenue Forecast by Application.....	36
Figure 25: Worldwide Communications Data Converter Revenue Forecast by Product.....	40
Figure 26: Worldwide Communications Data Converter Revenue Forecast by Application.....	41

Figure 27: Worldwide Industrial Data Converter Revenue Forecast by Product	45
Figure 28: Worldwide Industrial Data Converter Revenue Forecast by Application.....	46
Figure 29: 2009 Worldwide Data Converter Revenue Share by Product Type.....	55
Figure 30: Worldwide Data Converter Revenue Forecast by Product Type.....	56
Figure 31: Worldwide ADC Revenue Forecast by Architecture.....	58
Figure 32: Worldwide ADC Revenue Forecast by Speed	59
Figure 33: Worldwide ADC Revenue Forecast by Resolution.....	60
Figure 34: Worldwide General Purpose ADC Revenue Forecast by Resolution.....	61
Figure 35: Worldwide High-Speed ADC Revenue Forecast by Resolution.....	62
Figure 36: Worldwide DAC Revenue Forecast by Speed	64
Figure 37: Worldwide DAC Revenue Forecast by Resolution.....	64
Figure 38: Worldwide General Purpose DAC Revenue Forecast by Resolution.....	66
Figure 39: Worldwide High-Speed DAC Revenue Forecast by Resolution.....	67
Figure 40: Worldwide Switch/Mux/Pot Revenue Forecast by Product Type	69
Figure 41: 2008 Worldwide Data Converter Revenue Share by Supplier.....	71

Table of Tables

Table 1: Worldwide Data Converter Market Forecast (Revenue, Units, and ASPs)	3
Table 2: Worldwide Data Converter Revenue Forecast by Product Type.....	4
Table 3: Worldwide Data Converter Shipment Forecast by Product Type	5
Table 4: Worldwide Data Converter ASP Forecast by Product Type	5
Table 5: Worldwide Data Converter Revenue Forecast by Region.....	8
Table 6: Worldwide Data Converter Shipment Forecast by Region	9
Table 7: Worldwide Data Converter ASP Forecast by Region	9
Table 8: Americas Data Converter Market Forecast (Revenue, Units, and ASPs)	11
Table 9: Europe Data Converter Market Forecast (Revenue, Units, and ASPs).....	13
Table 10: Japan Data Converter Market Forecast (Revenue, Units, and ASPs).....	16
Table 11: Asia Pacific Data Converter Market Forecast (Revenue, Units, and ASPs)	18
Table 12: Worldwide ADC Revenue Forecast by Region.....	20
Table 13: Worldwide ADC Shipment Forecast by Region	20
Table 14: Worldwide ADC ASP Forecast by Region	20
Table 15: Worldwide DAC/Switch/Mux Revenue Forecast by Region	21

Table 16: Worldwide DAC/Switch/Mux Shipment Forecast by Region	21
Table 17: Worldwide DAC/Switch/Mux ASP Forecast by Region.....	21
Table 18: Worldwide Data Converter Revenue Forecast by Market Segment	25
Table 19: Worldwide ADC Revenue Forecast by Market Segment	25
Table 20: Worldwide High-Speed ADC Revenue Forecast by Market Segment	26
Table 21: Worldwide General Purpose ADC Revenue Forecast by Market Segment	26
Table 22: Worldwide DAC/Switch/Mux/Pot Revenue Forecast by Market Segment	26
Table 23: Worldwide Automotive Data Converter Revenue Forecast by Application	28
Table 24: Worldwide Automotive Electronics Revenue Forecast by Application.....	29
Table 25: Worldwide Automotive Electronics Shipment Forecast by Application.....	30
Table 26: Worldwide Computer Data Converter Revenue Forecast by Application	32
Table 27: Worldwide Computer Electronics Revenue Forecast by Application.....	33
Table 28: Worldwide Computer Electronics Shipment Forecast by Application	34
Table 29: Worldwide Consumer Data Converter Revenue Forecast by Application.....	36
Table 30: Worldwide Consumer Electronics Revenue Forecast by Application.....	38
Table 31: Worldwide Consumer Electronics Shipment Forecast by Application.....	39
Table 32: Worldwide Communications Data Converter Revenue Forecast by Application	41
Table 33: Worldwide Communications Electronics Revenue Forecast by Application.....	43
Table 34: Worldwide Communications Electronics Shipment Forecast by Application.....	44
Table 35: Worldwide Industrial Data Converter Revenue Forecast by Application	46
Table 36: Worldwide Industrial Electronics Revenue Forecast by Application	50
Table 37: Worldwide Industrial Electronics Shipment Forecast by Application	52
Table 38: Worldwide Data Converter Revenue Forecast by Product Type.....	57
Table 39: Worldwide Data Converter Shipment Forecast by Product Type	57
Table 40: Worldwide ADC Revenue Forecast by Architecture	58
Table 41: Worldwide ADC Revenue Forecast by Speed.....	59
Table 42: Worldwide ADC Revenue Forecast by Resolution	59
Table 43: Worldwide General Purpose ADC Revenue Forecast by Resolution	60
Table 44: Worldwide High-Speed ADC Revenue Forecast by Resolution	62
Table 45: Worldwide DAC Revenue Forecast by Speed.....	63
Table 46: Worldwide DAC Revenue Forecast by Resolution	65
Table 47: Worldwide General Purpose DAC Revenue Forecast by Resolution	65
Table 48: Worldwide High-Speed DAC Revenue Forecast by Resolution	67

Table 49: Worldwide Switch/Mux/Pot Revenue Forecast by Product Type.....	69
Table 50: 2008 and 2007 Worldwide Data Converter Revenue Share by Supplier.....	72
Table 51: 2008 and 2007 Americas Data Converter Revenue Share by Supplier.....	72
Table 52: 2008 and 2007 Europe Data Converter Revenue Share by Supplier.....	73
Table 53: 2008 and 2007 Japan Data Converter Revenue Share by Supplier	73
Table 54: 2008 and 2007 Asia Pacific Data Converter Revenue Share by Supplier.....	74

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