

2008 Analog Market Share

Analog Markets – Worldwide



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Abstract

The entire analog market accumulated \$35.6 billion in total revenue in 2008 making it one of the largest semiconductor segments overall. This represented a 2 percent decline from 2007 when the total market accounted for \$36.5 billion. Regionally, Asia Pacific remained the single largest market for analog with 19.2 billion or 54 percent of the total available market. Japan was the only region to experience positive growth from 2007 with an increase of 3 percent from \$5.7 billion to \$5.9 billion.

Communications ASSPs (application specific standard products) were the single largest category with \$8.1 billion in revenue in 2008. Analog power was the second largest market segment in 2008 with \$7.6 billion, a 7 percent increase from the prior year.

In terms of suppliers, Texas Instrument led the industry in 2008 with \$5 billion in worldwide sales or 14 percent of the market, which was a 5 percent decline from 2007. STMicroelectronics was the second largest analog supplier with 3.9 billion and 11 percent of the world's analog sales. ST's fellow European supplier Infineon followed with 2.8 billion in revenue or 8 percent of the total market share. Analog Devices surpassed NXP in 2008 as the fourth largest supplier with \$2.3 billion; while NXP lost 20 percent of its analog sales and fell from \$2.7 billion in 2007 to \$2.2 billion in 2008.

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