

# 2009 Power Management

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Analog Markets – Worldwide



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## Abstract

Power management semiconductors include both integrated and discrete components, which manage power required by all of the circuits within electronic equipment and systems. A revenue majority of power management products are considered discrete transistors. Other discretely include rectifiers and thyristors. Infineon continues to lead the overall power management market on the strength of its portfolio of discrete power transistor products.

The total power management market is expected to be valued at \$15.4 billion for 2009, and this would represent a 31 percent decline from last year. Expect growth next year for the overall market, 2010 will bring new consumer electronics and portable computers that will raise demand for analog power especially. Databeans forecasts up to 11 percent revenue growth for analog power ICs for next year, and 10 percent growth for the overall market.

For this year, discretely still constitute a 60 percent majority share of the power management market. The product market share is expected to decline over the next five years to 55 percent, as discretely growth will be superseded by the higher growth seen in the other segments. The analog power IC market is expected to approach \$7 billion for next year, and this would represent an 11 percent increase over this year.

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