

2009 Semiconductors in Aftermarket Automotive Applications

Automotive Markets – Worldwide



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Susie Inouye

Myson Robles-Bruce

Matt Scherer

Publication Number: 09AUTO-Aftermarket

October 2009

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Reno, NV 89523

Phone: 775.624.6200

www.databeans.net

Abstract

By revenue, the automotive aftermarket is the smallest automotive semiconductors application market, and long term it is expected to experience relatively slow growth; yet there are current opportunities for suppliers in the areas of audio, navigation, security, and controls, especially in the midst of an automotive industry downturn, in which consumers are more likely to keep vehicles for longer periods of time.

Databeans forecasts that the market for semiconductors in automotive applications is growing at a compound annual growth rate of 10 percent. The fastest-growing application market segments include safety and infotainment. The aftermarket is the smallest and slowest growing segment by revenue, with a five-year CAGR of 8 percent and a current value of just over \$2 billion.

The automotive aftermarket, which is mostly a consumer retail segment, features a range of automotive electronics, including aftermarket electronic control products, aftermarket audio, aftermarket security products, and aftermarket navigation devices. Databeans estimates that the automotive aftermarket will contribute about \$2 billion in automotive semiconductor revenue for 2009. Growing at a rate of 8 percent on average for the forecast period, this market is expected to be valued at \$3 billion by year 2014.

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Publication Number: 09AUTO-Aftermarket
Research Analyst: Susie Inouye
✉ sinouye@databeans.net
Research Analyst: Matt Scherer
✉ matt@databeans.net
Research Analyst: Myson Robles-Bruce
✉ myson@databeans.net
