

2009 Automotive Microcontrollers

Automotive Markets – Worldwide



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Abstract

Microcontrollers constitute the second largest automotive semiconductors segment; and despite the current automotive industry recession, suppliers have verifiable reasons to look beyond the crisis, and look forward to profitable growth opportunities, especially in higher resolution components that support navigational devices and integrated wireless technologies.

The global automotive industry continues to face major challenges, with automakers experiencing financial losses, dramatic restructuring, and markets that are in the process of being redefined. At the same time, automotive electronics designers are in the dilemma of having to remain profitable and plan for the future in the midst of this current time of uncertainty.

Automotive semiconductors will likely generate revenue of \$15 billion for 2009. The market is expected to grow steadily at an average annual rate of 9 percent, reaching \$23.5 billion by the end of the forecast period. Automotive microcontrollers are expected to see revenues of \$3.1 billion for 2009, accounting for 21 percent of the automotive semiconductor market. By 2014 it is expected that automotive microcontrollers will generate revenues of almost \$4.8 billion, with revenue growing in line with the overall automotive semiconductors market.

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