

# 2009 Semiconductors

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Semiconductor Markets – Worldwide



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## Abstract

Despite back to back years of negative growth in 2008 and another projected for 2009, the semiconductor market is expected to see a return to growth in 2010 and still outperform many other technology industries in terms of long term growth potential. In 2010, the semiconductor market is expected to reach nearly \$260 billion, returning to the levels of 2007. This is evidenced as the entire market has performed better than expected in the second and third quarters in 2009.

Reduced pricing in the PC and LCD TV markets have caused consumers to react driving demand amidst a difficult market environment. The industry also benefited from China's successful stimulus package that worked remarkably well to boost short-term demand for consumer electronics products. The effective response of governments worldwide was quick and extensive enough to avoid a meltdown and curb the majority of damage to their respective markets.

Databeans projects a downturn of 13 percent for worldwide semiconductor revenue in 2009 followed by an upsurge of 19 percent as supply and demand return to normalcy. Unit shipments are expected to not incur as much damage, falling by 8 percent which results in price erosion of 5%, which is significantly high with respect to most common years.

The semiconductor industry continues to play a major role in worldwide economies, especially in developing regions in Asia Pacific including India, China, South East Asia, and others. With business around the world becoming increasingly connected and computerized, semiconductor demand is continually on the rise and will continue to be a stable market in the future. As a result of this, fierce price competition within the industry is continually driving down ASPs and requires manufacturers to find low cost methods of production in order to maintain profit margins.

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