

2009 GPS Semiconductors

Semiconductor Applications Markets – Worldwide



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Abstract

Demand for GPS-enabled devices like cell phones and automotive navigation systems is driving growth for required semiconductor components such as SOC processors, baseband ICs, RF transceivers, and associated memory, audio, and power components, and suppliers will benefit from the increasing worldwide demand and the expanding network of satellites that will come into service over the next several years.

The number of applications utilizing GPS technology is growing. Receivers continue to be utilized and upgraded by military services, and significant growth continues to be seen in civilian markets as well, with increased usage of enabled cell phones, stand-alone PNDs, and systems being integrated into motor vehicles. Also the technology is being found in fitness and outdoor recreation equipment and even in notebook computers.

Consumers are becoming more interested in GPS-enabled devices, as the available products become more advanced and improved, and as pricing continues to become more affordable. The strongest driver for the technology appears to be the latest enabled smartphones, which are highly desirable because they offer navigation technology along with a range of other attractive features.

Databeans estimates that for this year, GPS semiconductor revenue will approach \$2 billion. Revenue should exceed \$3 billion by 2014, on 10 percent estimated average growth per year.

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