

2009 Semiconductors in Mobile Phones

Semiconductor Applications Markets – Worldwide



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Abstract

The mobile phone semiconductor market represents a major portion of the chip industry as a whole and it is also the area with the most potential, with expected growth rates of 15 percent annually, thanks to growing IC content in next generation handsets. This is an extremely diverse market, with opportunities in a number of standard and application specific product categories.

The first half of 2009 was particularly difficult for mobile phone sales due to poor economic conditions which lead to reduced consumer spending and lengthened replacement rates. However, recent shipment numbers are signaling a small sequential growth in the third quarter with shipments up 5.6 percent compared to the second quarter, thanks significant consumer marketing and new smart phone products released this year.

Databeans divides all semiconductor ICs used in mobile handset applications into two categories: wireless specific products and standard products. Unlike many industries that consume almost exclusively either standard products or ASSPs, mobile handsets require a large number of semiconductor chips because of their reliance on both categories.

Wireless specific ICs are ASSPs that are utilized in mobile applications only; this includes RF analog devices, DSPs, special purpose MCUs, and logic. These application specific products are projected to reach \$17 billion in 2009 global revenue and expand at an average rate of 12 percent annually until 2014. Of these products, wireless analog and logic are expected to continue as the largest categories by sales. These strong sales can be attributed to increased computation demands in next generation wireless devices, as well as more power management and higher performance RF.

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