

2010 Amplifiers and Comparators

General Purpose Analog Service



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Susie Inouye

Myson Robles-Bruce

Matt Scherer

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Reno, NV 89523

Phone: 775.624.6200

www.databeans.net

Abstract

Amplifiers and comparators are general purpose analog products which perform critical signal handling duties in numerous high volume product markets. Part of the \$15.1 billion general purpose analog market, amplifiers and comparators are projected to make up \$2.5 billion in combined revenue for 2010, with amplifiers accounting for the great majority of these sales. Databeans projects that the total amplifier market will reach \$2.3 billion in global sales. Over the next five years revenue will grow 6 percent annually to reach \$3.2 billion by 2015. Comparators will remain more marginal with \$129 million in sales for 2010 and nearly flat growth over the forecasted period.

The pricing for amplifiers can be differentiated clearly between the general purpose products which have high volumes, but lower average selling prices, and the much higher priced instrumentation and precision segments. Higher priced amplifiers would include the precision components being utilized in the latest communications products. The remaining segments such as high-speed, low power, and low voltage, fall just above the market average for ASPs.

The high volume applications markets that require amplifiers and comparators include desktop and notebook computers, printers, wireless base stations, DSL modems and infrastructure, and also a diverse range of consumer electronics, such as digital televisions, set-top boxes, and digital cameras. Increasingly, these components are also finding their way into the industrial and automotive markets, which would include applications such as automatic test equipment (ATE), control infrastructure, medical electronics, Mil/Aero navigation and radar, and vehicle navigation and infotainment systems.

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Publication Number: 10ANALOG_AmpsComps

Research Analyst: Susie Inouye

✉ sinouye@databeans.net

Research Analyst: Myson Robles-Bruce

✉ myson@databeans.net

Research Analyst: Matt Scherer

✉ matt@databeans.net
