

2010 Data Converters

General Purpose Analog Service



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Abstract

This will be a strong growth year for the major data converters suppliers, and they will benefit from heavier demands coming from the need to replenish inventories and from an early post-recession return to innovation in the communications and consumer areas especially. While the longer trend of high demand from the Asia Pacific region continues, the Americas will see the highest revenue and units growth for this year.

The 2010 data converters market will likely be up by about 26 percent from the previous year, and it is expected to perform only slightly below the market rate of growth for standard analog components. Slower growth of about 8 percent is expected for next year, assuming that there will be stabilization for semiconductors generally. Longer term, the market for converters should continue to advance with an average annual growth rate of 9 percent out to 2015.

Unit shipments are expected to grow by 10 percent over the forecast period. Databeans estimates that unit shipments for data converters will increase from 2.9 billion units in 2010 to about 4.7 billion units by 2015. Average selling prices for these products are expected to decline; unit shipments for data converters are growing faster than revenue, due to reduced costs, which causes slight erosion over time.

As in recent years, data converter design is currently focused upon improving sampling rate and resolution performance characteristics while at the same time reducing power consumption. These are two very important attribute areas in fulfilling the requirements of the latest portable and battery-powered devices found in communications, the computing market, the industrial segments, and in medical electronics. Portable electronic equipment has become more desirable all over the world and especially in the emerging markets. Also the increased use of sensors in electronic equipment design has raised the level of requirements for signal processing ICs such as data converters.

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