

2010 Automotive Analog ICs

Analog Applications Service



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Abstract

The recent economic crisis has caused massive structural changes in the auto industry's major players, setting the stage for growth over the next decade. The global auto industry landscape is expected to be ruled by global automakers and suppliers based in the six top regional auto markets including: China, Japan, India, Korea, Western Europe, and the U.S. As a result of the high barriers to entry in this market and the need for scale economies (in operations, supply chain and marketing), the auto market will remain a highly concentrated one.

The top 10 global automakers account for over 77 percent of global production. Among them, Toyota Motors leads with a 13.3 percent global auto market share, while Nissan accounts for 8.4 percent of the auto market, with Honda controlling another 5.6 percent. These automakers will continue to shift their production facilities from high-cost regions such as North America and the EU to lower-cost regions in China, India and South America. These low-cost regions are also high potential emerging auto markets. A result in the shift in production facilities will lead to a localization of the manufacturing base that will bring down transportation costs.

Growth in the automotive semiconductor market is closely linked to overall growth in light-vehicle production. With the global financial crisis leading to a significant slowdown in new vehicle sales and a steep decline in vehicle production throughout 2009, the sales of semiconductors used in auto designs likewise suffered with fall 2009 recording the industry's largest ever one year revenue decline. However, Databeans projects a strong recovery in 2010 growing 13 percent to \$18.5 billion in global revenue.

Analog is a key technology in automotive used in general processing, user interface, communications between the various sub segments, and more. After real world signals are collected, analog circuits condition, route, and speed up the signal which then heads on to the processing block. This product segment will reach \$4.9 billion in 2010 and will grow 6 percent annually over the next five years as demand grows for more processing.

This study is available through individual report purchase for **\$2,500.00 USD**, or available at a discounted rate through our **Total Technology Service**, the **Automotive Markets Service**, our **Analog Markets Service**, and the **Analog Applications Service**. For our subscription service subscribers, all of our research is backed by a coverage guarantee meaning if you purchase a report and need additional information, our analysts are available to continue the analysis, customized to your organization's needs.

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