

2010 Consumer Analog ICs

Analog Applications Service



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Abstract

The year 2009 was particularly difficult in the consumer electronics industry as the economic recession caused buyers to hold off on luxury entertainment purchases. However, 2010 promises to be a very interesting one for consumer electronics. Revolutionary leaps are potentially on the horizon in the video game, television entertainment, automobile, and mobile sectors. Hot technologies include motion-tracking game controllers, social networking enabled televisions, 3D televisions, e-book readers, and more. As consumers look to replace older technology heading out of the recession, these features will be key differentiators.

The semiconductor ICs found inside consumer electronics will remain a high growth market for suppliers. In 2009, total sales fell to \$45.6 billion, however, in 2010 the market will bounce back by 15 percent, growing to \$52.7 billion. Over the forecasted period this market will experience average annual growth of 10 percent annually.

In general the analog market plays a critical step in consumer electronics, providing a variety of audio, video, power management, and motor control functions. In audio and video, analog products are used for signal acquisition before processing and then on the back-end before transmission to a screen or speakers, for example. The challenge for analog IC designers, in consumer electronics especially, is to keep up with the rapid progress seen in digital components, while keeping prices low in order to remain competitive. In 2010 Databeans projects that the total consumer analog market will reach \$6.9 billion in total sales.

Special purpose consumer analog or “application specific” analog, which is the primary subject of this report, constitutes the largest consumer analog sub-segment. In 2010 this sector will account for \$2.8 billion in total revenue or 41 percent of the total consumer analog market.

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