

2010 Consumer Semiconductors

Semiconductor Applications Service



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Abstract

The consumer semiconductor market is a key piece of the global industry and home to many of the highest growth end markets such as A/V products, game consoles, digital cameras, and home appliances, all of which are growing strongly in both emerging consumer regions and mature markets alike.

In today's consumer electronics climate, the most successful manufacturers will be those that have allowed themselves to be driven by consumer demand for new experiences rather than by technology, and can differentiate themselves with new features to attract both returning and new customers. Digital media creation is a feature that is driving the consumer electronics market, and arguably the entire semiconductor market as well. The infrastructure is in place for supplying consumer digital content, such as audio tracks, movies, TV programs, still images, and more, but it is up to OEMs to figure out how to market this content to end users. Other major growth trends are personalization, mobility and connectivity.

Outside the audio/video space, consumer products are continuing the trend of incorporating more semiconductor content for efficient power management and human interface. The trend of increased IC content per device is expected to only continue as processing, storage, and power demands continue to increase. 2009 was a year in which the semiconductors supply chain, including both equipment makers and distributors, took steps to reduce inventories and production capacity due to falling prices and slashed consumer demand. However, as pricing has stabilized and demand has returned in the consumer segment, IC revenue is expected to return to pre-recession levels. Out of all IC product types, logic will remain the single largest segment by revenue, followed by memory and analog respectively. Databeans projects that the worldwide consumer semiconductor market will reach \$54.3 billion in 2010, with 351.7 billion units shipped, and grow at an average rate of 10 percent annually over the next five years.

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