

# 2009 USB Controllers

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Microcontroller Markets – Worldwide



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## Abstract

The USB IC market is seeing strong growth, as the technology is spreading from the computer market to other applications. USB controllers are the largest product segment in the market, and within five years they should generate \$1 billion in revenue alone.

Major design trends for USB controllers include further integration, smaller chip packaging, and reduced power consumption, along with the recently emerging practice of combining host and peripheral controllers onto a single chip.

Revenues from USB controllers are expected to drop this year but rebound nicely in the subsequent years. For 2009 Databeans values the market at \$619 million, and by 2014 expect to see the market reach the \$1 billion mark.

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