

2009 Consumer Semiconductors

Semiconductor Applications Markets – Worldwide



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Abstract

Even in the midst of a down economy, where other industries have experienced declines in sales, consumer electronics revenue will continue to sustain a flat to slightly declining market, which will serve to give consumer semiconductor manufacturers hopeful opportunities, especially in the digital video segments, and allow them to keep development going on significant component improvements for future product designs.

The market for consumer semiconductors is made up of sales of all semiconductors used in consumer electronic applications. These products can be application specific, such as mixers and HDMI interface or multi-market devices such as memory and power transistors. The market is around 15 percent of the size of the total consumer electronics market and is estimated at \$54.3 billion for 2008.

There are a few product segments like Optoelectronics, sensors, digital interface, and analog, that are growing exponentially and helping to sustain this market. Databeans is forecasting consumer semiconductor revenue of \$43.5 billion for 2009, reflecting the current downturn in the overall semiconductor market.

The majority of consumer semiconductor market leaders continue to be the large multinational corporations such as Toshiba, Sony, Panasonic, and Samsung. All of these companies produce consumer electronics and then manufacture semiconductor components in support of their own products. Semiconductor suppliers such as Renesas, STMicroelectronics, and NXP, are playing increasingly important roles in the merchant market.

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Table of Contents

Significant Findings	1
Consumer Electronics	2
Consumer Semiconductors	5
Regional Analysis	7
Americas	9
Europe	10
Japan	11
China	13
Korea	15
Other Asia	16
Taiwan	16
India	17
Application Consumption	19
Video	24
Digital Television	25
Set-Top Box	28
DVD/Blu-Ray Players and Recorders	30
Video Game Consoles	32
Audio	33
Portable Media Players	34
Personal Electronics	35
Cameras	36
Camcorders	37
Appliances	39
Consumer Semiconductor Production Forecast	43
Discretes	45
Sensors and MEMS	47
Sensors	47
MEMS	48
Optoelectronics	49
Analog	52
Audio and Video Amplifiers	53
Other ASSPs	54
Power	54
Logic	55
Memory	56
Microcontrollers	57
DSP	59
Microprocessors	60

Consumer Semiconductor Market Share	61
Toshiba	63
Sony	64
Samsung	65
MediaTek	66
Panasonic	67
NVIDIA	68
Renesas Technology	69
Elpida	70
NXP Semiconductors	71
Broadcom	72
Fujitsu	73
STMicroelectronics	74
Texas Instruments	75
NEC	76
Micron	77
Sharp	78
AMD	78
Hynix	79
SANYO	80
Rohm Semiconductor	81
Methodology	83
Databeans Market and Product Segmentation Definitions	85
Market Segmentation	85
Product Segmentation	92

Table of Figures

Figure 1: Worldwide Consumer Electronics Revenue Forecast by Application Market.....	2
Figure 2: 2009 Worldwide Consumer Electronics Revenue Share by Application Market	3
Figure 3: Worldwide Consumer Semiconductor Market Forecast (Revenue, Units, and ASP).....	6
Figure 4: Worldwide Consumer Semiconductor Revenue Forecast by Region.....	7
Figure 5: 2009 and 2014 Worldwide Consumer Semiconductor Revenue Share by Region.....	8
Figure 6: Americas Consumer Semiconductor Revenue Forecast.....	9
Figure 7: Europe Consumer Semiconductor Revenue Forecast.....	10
Figure 8: Japan Consumer Semiconductor Revenue Forecast	12
Figure 9: China Consumer Semiconductor Revenue Forecast.....	13
Figure 10: Korea Consumer Semiconductor Revenue Forecast	15
Figure 11: Other Asia Consumer Semiconductor Revenue Forecast.....	16
Figure 12: 2009 Worldwide Semiconductor Revenue Share by Market Segment	19

Figure 13: Worldwide Consumer Semiconductor Revenue Forecast by Application Segment.....	20
Figure 14: 2009 and 2014 Worldwide Consumer Semiconductor Revenue Share by Application Area	21
Figure 15: Worldwide Consumer Video Semiconductor Revenue Forecast by Application	24
Figure 16: Worldwide Television Shipment Forecast by Form Factor.....	26
Figure 17: Worldwide Consumer Video Semiconductor Revenue Forecast - Televisions	26
Figure 18: Worldwide Set-Top-Box Shipment Forecast	29
Figure 19: Worldwide Consumer Video Semiconductor Revenue Forecast – Set-Top-Box	29
Figure 20: Worldwide DVD/Blu-Ray Player/Recorder Shipment Forecast by Type.....	31
Figure 21: Worldwide Consumer Video Semiconductor Revenue Forecast - DVD/Blu-Ray	31
Figure 22: Worldwide Consumer Video Semiconductor Revenue Forecast – Game Consoles and Others	32
Figure 23: Worldwide Consumer Audio Semiconductor Revenue Forecast by Application	33
Figure 24: Worldwide Consumer Personal Electronics Semiconductor Revenue Forecast by Application.....	36
Figure 25: Worldwide Consumer Personal Electronics Semiconductor Revenue Forecast - Cameras	37
Figure 26: Worldwide Consumer Personal Electronics Semiconductor Revenue Forecast - Camcorders	38
Figure 27: Worldwide Consumer White Goods and Other Semiconductor Revenue Forecast.....	40
Figure 28: 2009 Worldwide Consumer Semiconductor Revenue Share by Product	43
Figure 29: Worldwide Consumer Discretes Revenue Forecast by Product	46
Figure 30: Worldwide Consumer Sensors and MEMS Revenue Forecast by Product	47
Figure 31: Worldwide Consumer Optoelectronics Revenue Forecast.....	49
Figure 32: 2009 and 2014 Worldwide Consumer Optoelectronics Revenue Share by Products.....	51
Figure 33: Worldwide Consumer Analog Revenue Forecast by Product.....	52
Figure 34: Worldwide Consumer Logic Revenue Forecast by Product.....	55
Figure 35: Worldwide Consumer Memory Revenue Forecast by Product.....	57
Figure 36: Worldwide Consumer Microcontroller Revenue Forecast by Bit-Resolution	58
Figure 37: Worldwide Consumer DSP Revenue Forecast	59
Figure 38: Worldwide Consumer MPU Revenue Forecast.....	60
Figure 39: 2008 Worldwide Consumer Semiconductor Revenue by Supplier.....	61

Table of Tables

Table 1: Worldwide Consumer Electronics Revenue Forecast by Application Market.....	3
Table 2: Worldwide Consumer Semiconductor Market Forecast (Revenue, Units, and ASP)	6
Table 3: Worldwide Consumer Semiconductor Revenue Forecast by Region.....	9
Table 4: Worldwide Consumer Semiconductor Revenue Forecast by Application Segment	21
Table 5: Worldwide Consumer Electronics Revenue Forecast by Application.....	22
Table 6: Worldwide Consumer Electronics Shipment Forecast by Application.....	23
Table 7: Worldwide Consumer Video Semiconductor Revenue Forecast by Application	24
Table 8: Worldwide Consumer Audio Semiconductor Revenue Forecast by Application.....	33
Table 9: Worldwide Consumer Personal Electronics Semiconductor Revenue Forecast by Application	35
Table 10: Worldwide Consumer White Goods and Other Semiconductor Revenue Forecast by Application	40
Table 11: Worldwide Consumer Semiconductor Revenue Forecast by Product	44
Table 12: Worldwide Consumer Discretets Revenue Forecast by Product.....	46
Table 13: Worldwide Consumer Sensors Revenue Forecast by Product	47
Table 14: Worldwide Consumer Optoelectronics Revenue Forecast by Product.....	49
Table 15: Worldwide Consumer Analog Revenue Forecast by Product	52
Table 16: Worldwide Consumer Logic Revenue Forecast by Product.....	55
Table 17: Worldwide Consumer Memory Revenue Forecast by Product.....	57
Table 18: Worldwide Consumer Microcontroller Revenue Forecast by Bit-Resolution.....	58
Table 19: 2008 and 2007 Worldwide Consumer Semiconductor Revenue by Supplier.....	62

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