

China CE Manufacturers Persevere Despite Slowdown

By Horse Liu, Manager

Forecast

Frequency, Time Period

- 5-year annual, 1-year quarterly

Measures

- Revenues
- Units
- ASP

Regions, Markets

- China

Detail Level

- Major CE applications
- China's domestic and export markets

Applications/Products Covered

- Digital TV Sets
- Digital Set-top Boxes
- DVD players
- DVD recorders
- Digital Still Cameras
- MP3 and MP4 players
- Electronics White Goods
- Emerging consumer applications

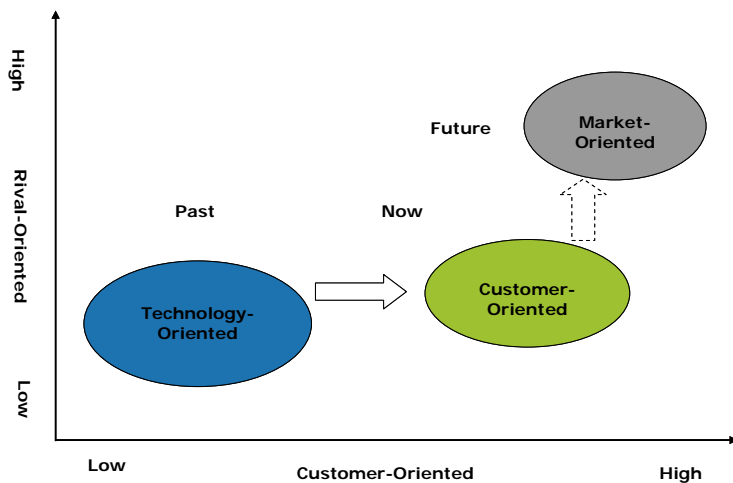
Technologies Covered

- Flat displays
- Multimedia processors
- Microcontrollers
- Coders/Decoders
- Power management
- Tuners

Most existing consumer electronics products will have flat or declining sales in 2009. Many consumer electronics equipment manufacturers will suffer declining sales. Of course, market share competition will heighten. In many markets, semiconductor suppliers will have to handle more rivals and fewer end customers. Suppliers must make necessary organizational changes to successfully adopt a market-oriented market positioning strategy. Beyond building advantages in technology and customer service, suppliers must pay attention to marketing strategies of rivals within highly-competitive markets.

This quarterly report examines the outlook for China's consumer electronics (CE) markets. Its coverage includes domestic and export sales, average selling prices (ASPs) as well as revenue forecasts for major consumer electronics products. This report also provides the market share of leading CE manufacturers and processor suppliers as well as forecasts for major consumer electronics products. Data is also available in a separate Excel database.

Market Positioning Evolution of Major CE Semiconductor



Critical Questions Answered

- What are the major market dynamics and technology trends for consumer electronics in China?
- How large will the domestic and export market size and production volume for consumer electronics be in China?
- Who are the leading consumer OEMs in China's consumer market in 2009?
- Who will win in China consumer electronics semiconductor market and who will be the losers?

Who Should Read This?

- Semiconductor suppliers and distributors
 - Marketing & sales
 - Market intelligence
 - Business development
- Consumer electronics OEMs
 - Corporate strategy
 - Marketing
- Fabs, fabless or design house
 - Marketing & sales
- Financial community
 - Equity analyst

Lead Analyst**Horse Liu, Manager**

A veteran of electronics sales and marketing, Horse researches a wide range of subjects for iSuppli. These include Independent Design Houses (IDH), electronics distributors, and consumer electronics applications such as DVD equipment, digital still cameras, and MP3 players.

Prior to joining iSuppli, Horse was senior product marketing executive for Dragon Technology. Horse has also served as product marketing specialist and technical marketing engineer for the World Peace Group, one of Asia's largest electronics distribution companies. There he was responsible for new market development and technical support.

Horse earned a bachelor of application of electronics degree from HuaQiao University, QuanZhou, PRC.

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