

Analog and Interface Competitive Analysis

Analog IC Market Growth Remains Challenging; Consolidations Loom

By Marijana Vukicevic, Senior Analyst

Forecast**Frequency, Time Period**

- 2008

Measures

- Revenue
- Growth
- Market Share

Regions, Markets

- EMEA
- North America
- Japan
- Asia-Pacific

Applications/Products Covered

- Data Processing
- Wired communication
- Mobile communication
- Consumer automotive
- Industrial

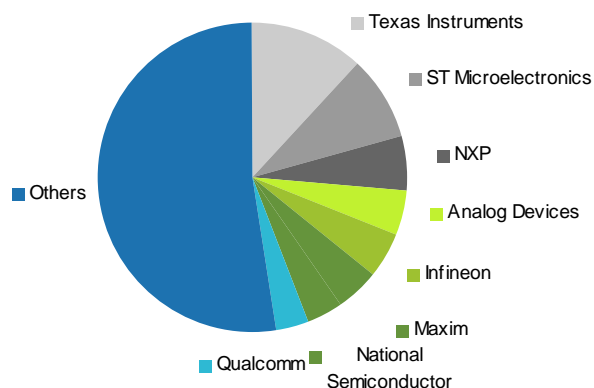
Technologies Covered

- Application Specific Analog ICs
- Standard Linear ICs

As the industry evolves and expands, the competitive landscape of analog semiconductor suppliers to the industry is becoming increasingly dynamic. Inherent in the evolution and expansion of the industry is a continually changing landscape where sub-segments rise to and fall from prominence, where suppliers enter and exit specific niche markets and where the health of the overall industry is dependent on the strategic decisions and performance execution of its constituents. As suppliers aggressively compete for market share and as equipment manufacturers increasingly develop niche strategies targeted to different market segments, semiconductor suppliers are required to make tougher and tougher strategic decisions based on their current market position as a whole and in any given market segment.

The iSuppli Analog and Interface Competitive Landscape Database provides market share information for major power management semiconductor suppliers. The tool is available in an annual version as well as quarterly. Specifically, it provides market shares for key power management semiconductor subcategories like power MOSFETs, diodes, voltage regulators, power management interface ICs, power management ASSP ICs, etc.

2007 Analog IC Market Shares
XXX Billion

**Critical Questions Answered**

- What is the market share of the major application specific analog IC semiconductor suppliers?
- What is the market share of the major amplifier suppliers?
- Who are the key suppliers of data converters?
- Who are the key suppliers of voltage regulators?
- Who are the key suppliers of analog interface ICs?
- What is the seasonality profile of the industry? Of a particular company?
- What is the regional market share?

Who Should Read This?

- Semiconductor Suppliers
 - Marketing
 - Strategic Marketing
- Financial Community

Lead Analyst**Marijana Vukicevic, Senior Analyst**

Marijana is responsible for leading the research, analysis, forecasting and strategic assessments in the power management sector of the semiconductor industry

Marijana brings extensive knowledge and over 10 years of experience in analog IC design and power management to iSuppli. Prior to joining iSuppli, she served as an Engineer at Microsemi and at International Rectifier.

Marijana earned a Bachelor of Science in Electrical Engineering from University of Belgrade, Serbia and an Master of Science in Electrical Engineering with a major in Power Electronics from California Institute of Technology.

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