

# Global and China Micro Electric-Voice Device Industry Report, 2010-2011

<https://marketpublishers.com/r/G88DF263C3FEN.html>

Date: February 2011

Pages: 96

Price: US\$ 2,000.00 (Single User License)

ID: G88DF263C3FEN

## Abstracts

The report mainly resolves around electric-voice devices of mobile phone and notebook computer.

Foster, the world's largest manufacturer of speaker unit, is involved in large-diameter cone speaker, but it ranks the second in mobile phone and notebook computer field.

Such momentous occasions as call center, air traffic control, 911 missions, and stock exchange all employ the office phone headsets of Plantronics which is the world's No.1 manufacturer of office phone headsets and also provides civil Bluetooth headsets, yet most of which are OEMed by China's GoerTek.

As the overlord in mobile phone electric voice field, AAC, Nokia's and Apple's favorite, is in possession of the most complete product lines and technologies. At the end of 2010, Knowles Electronics under Dover Corporation invested US\$855 million to obtain the sound solutions business of NXP Semiconductors' Standard Products Division. NXP Semiconductors whose sound solutions business began in 1929 is the pioneer expert of micro electroacoustics and dominates mobile phone speaker/receiver field, nevertheless, NXP Semiconductors has devoted itself to mixed signal business and divested itself of the non-core businesses.

A great number of electric voice manufacturers are gathered at Weifang, Shandong Province, China, of which, GoerTek, the largest one, possesses the best capability of rapid die sinking within the industry and has vigorously expanded LED and 3D glasses fields from which the company has made remarkable achievements in recent years.

Hosiden, the time-honored Japanese enterprise, has suffered sharp declines in both

performance and competitiveness. Electric voice business is not the core business of the company, so its market shares are mostly snatched by AAC, GoerTek, and Merry.

Merry, the largest electric voice enterprise in Taiwan, gives priority to hands-free receivers which make it the biggest supplier of Nokia, Sony Ericsson, and Motorola.

Panasonic Electronic Devices Co., Ltd. mainly produces speakers. Creysn, the earphone giant, is the major supplier of Apple iPod, iTouch, and iPhone, and also has its own brand earphones. Bujeon is the core supplier of Samsung mobile phone electric voice and the revenue from Samsung contributes 70%.

On February 28, 2008, Sonion was purchased by Technitrol and operated in the electronic components division named Pulse which was later acquired by Altor Fund in July 2009.

In 2005, Plantronics purchased Altec Lansing, the big manufacturer of notebook computer speaker with a history of over 70 years, for US\$166 million; while at the end of 2010, it sold the ever loss-making Altec Lansing to a fund company at a bargain of US\$16 million.

Knowles supplies 80% of MEMS microphones worldwide and no one can shake its dominating position in the short run despite the failure in the lawsuit against ADI. Although it is an unknown small enterprise, Fortune Grand Enterprise Co., Ltd. (Forgrand) is the global largest manufacturer of notebook computer speaker with the market share of 50%.

A big electric voice factory as usual needs a staff of 8,000 to 10,000, thus with low automation particularly in the inspection. China is the place optimal for electric voice enterprises to survive, while Japan, Europe and America have no competitiveness at all. Electric-voice devices, the non-core components of mobile phone and notebook computer, are often confronted with rollback from brand vendors. Consequently, the sales price of electric-voice devices keeps falling year after year, the manufacturers make meager profit and they have to actively exploit non mobile phone and notebook computer fields, including vibrating motor, LED, 3D glasses, and large-diameter speaker.

## Contents

### **1 PROFILE OF MOBILE PHONE ELECTRIC-VOICE DEVICES**

- 1.1 Receiver
- 1.2 Speaker
- 1.3 MEMS Microphone
- 1.4 MEMS Microphone Market and Industry

### **2 MOBILE PHONE MARKET**

- 2.1 Status Quo and Future
- 2.2 Market Share

### **3 NOTEBOOK COMPUTER MARKET AND INDUSTRY**

- 3.1 Global Market Size and Brand Pattern
- 3.2 Tablet Computer Market
- 3.3 OEM Industry

### **4 MICRO ELECTRIC-VOICE INDUSTRY**

- 4.1 Ranking
- 4.2 Market Share of Mobile Phone Electric-voice Products
- 4.3 Supply between Mobile Phone Electric-voice Devices Manufacturers and Mobile Phone Manufacturers
- 4.4 Notebook Speaker

### **5 MANUFACTURERS OF MICRO ELECTRIC-VOICE DEVICES**

- 5.1 Merry
- 5.2 GoerTek
- 5.3 AAC
- 5.4 Hosiden
- 5.5 Foster
- 5.6 BSE
- 5.7 Plantronics
- 5.8 Dover
  - 5.8.1 Knowles

- 5.8.2 NXP Sound Solutions Business
- 5.9 Fortune Grand Enterprise (Forgrand)
- 5.10 Netronix
- 5.11 Panasonic Electronic Devices
- 5.12 Sonion
- 5.13 Zhejiang New Jialian Electronics
- 5.14 STAR MICRONICS
- 5.15 Jiangsu Yucheng Electronic
- 5.16 Bujeon
- 5.17 CRESYN
- 5.18 Shandong Gettop Acoustic
- 5.19 HangZhou Unis Electronic
- 5.20 Right Technology
- 5.21 Bluecom
- 5.22 Kingstate Electronics

## Selected Charts

### SELECTED CHARTS

Comparison between ECM and MEMS

Global Mobile Phone Shipment, 2007-2014E

Global Mobile Phone Shipment and Annual Growth Margin, 2007Q1-2010Q2

Global Mobile Phone Shipment Distribution by Region, 2007Q1-2010Q2

Global Mobile Phone Shipment Distribution by Technology, 2007Q1-2010Q2

Global CDMA/WCDMA Mobile Phone Shipment Distribution by Region, 2006-2010

Global Notebook Computer Shipment and Growth Margin, 2007-2013E

Shipment of Global Major Notebook Computer Manufacturers, 2010-2011

Shipment of NETBOOK, iPad, and Tablet Computer, 2008-2012E

Supply Relationship between Global Notebook Brand Vendors and OEMs and Shipment Proportion, 2010

Supply Relationship between Global Notebook Brand Vendors and OEMs and Shipment Proportion, 2011

Output Value of Mobile Phone Electric Voice by Product, 2010

Market Share of Global Mobile Phone Speaker Manufacturers, 2010

Market Share of Global Mobile Phone Receiver Manufacturers, 2010

Market Share of Global Hands-free Receiver Manufacturers, 2010

Market Share of Global Bluetooth Headset Manufacturers, 2010

Market Share of Major ECM Microphone Manufacturers, 2010

Market Share of Major Mobile Phone Microphone Manufacturers, 2010

Market Share of Major Notebook Computer Speaker Manufacturers, 2010

Merry Revenue and Operating Margin, 2003-2011

Merry Revenue by Product, 2005-2011

Merry Revenue by Product, 2010Q1-2011Q4

Average Price of Major Products of Merry, 2003-2010

Merry Shipment by Product, 2004-2009

Merry Client Distribution, 2006-2011

GoerTek Revenue and Operating Margin, 2006-2011

GoerTek Revenue by Product, 2005-2010

AAC Revenue and EBT, 2003-2010

AAC Revenue by Product, 2006-2011

AAC Gross Profit Distribution, 2008-2009

AAC Revenue by Region, 2006-2009

AAC Client Distribution, 2007-2009

HOSIDEN Revenue and Operating Margin, FY2006-FY2011

HOSIDEN Revenue by Product, FY2006-FY2011H1  
Foster Revenue and Operating Margin, FY2006-FY2011  
Foster Revenue by Region, FY2009-FY2010  
Foster Revenue by Sector, FY2010-FY2011  
BSE Revenue and Gross Margin, 2007-2012E  
Supply Proportion of ECM Products for BSE by Company  
BSE Revenue by Product, 2010Q2-Q3  
Plantronics Revenue and Operating Margin, FY2006-FY2011  
Plantronics Gross Margin, FY2005-FY2011Q2  
Plantronics Revenue and Gross Margin, FY2010Q1-FY2011Q2  
Plantronics Revenue by Region, FY2010Q1-FY2011Q2  
Plantronics Revenue by Sector, FY2010Q1-FY2011Q2  
Revenue of NXP Sound Solutions Business, 2001-2007  
Production Line Quantity of NXP Sound Solutions Business, 2001-2011  
Major Clients of NXP Sound Solutions Business  
Netronix Revenue and Operating Margin, 2005-2011  
Netronix Revenue by Product, 2010-2011  
Revenue and Operating Margin of Zhejiang New Jialian Electronics, 2004-2011  
Revenue and Operating Margin of STAR MICRONICS, FY2007-FY2011  
Revenue of STAR MICRONICS by Product, FY2007-FY2011Q3  
Electric Voice Product Shipment of STAR MICRONICS, FY2008-FY2011Q3  
Electric Voice Product Revenue of STAR MICRONICS, FY2008-FY2011Q3  
Organizational Structure of Right Technology  
Organizational Structure of Bluecom  
Bluecom Revenue, 1991-2010Q3  
Bluecom Gross Margin and Operating Margin, 2006-2010Q3  
Bluecom Revenue by Product, 2006-2010Q3  
Bluecom Revenue by Client, 2006-2010Q3  
Revenue and Operating Margin of Kingstate Electronics, 2004-2011  
Global Major Mobile Phone Shipment by Brand, 2010Q1-Q3  
Market Share of Global Major Mobile Phone Brands by Revenue, 2009Q1-2010Q3  
Global Shipment of Smart Phone Operating System, 2010Q3  
Ranking of Global Notebook Computer OEMs by Revenue, 2009-2010  
Ranking of Global Notebook Computer OEMs by Gross Margin, 2009 vs. 2010  
Quarterly Shipment of Global Notebook Computer Manufacturers, 2010  
Supply Proportion of Micro Speaker Suppliers of Top 6 Mobile Phone Manufacturers  
Selected Financial Data of Merry Subsidiaries in Mainland China, 2008  
Selected Financial Data of AAC Subsidiaries, 2008  
Selected Financial Data of Hosiden Subsidiaries in China

Selected Financial Data of Foster Subsidiaries in China  
Selected Financial Data of Dongguan Dalang Huihong Electronics Factory, 2008  
Selected Financial Data of Suzhou Fuhongshun Electronics Co., Ltd., 2008  
Selected Financial Data of Bujeon Subsidiaries in Mainland China, 2008  
Capacity of Tianjin Sambu Electronics Co., Ltd. by Product  
Revenue and Profit of Tianjin Sambu Electronics Co., Ltd., 2008-2010Q3

## I would like to order

Product name: Global and China Micro Electric-Voice Device Industry Report, 2010-2011

Product link: <https://marketpublishers.com/r/G88DF263C3FEN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G88DF263C3FEN.html>