

Global Microcontroller Market (Value, Volume): Analysis By Product Type (8-Bit, 16-Bit, 32-Bit), Application, By Region, By Country (2020 Edition): Market Insights, Covid-19 Impact, Competition and Forecast (2020-2025)

<https://marketpublishers.com/r/GBB94973F828EN.html>

Date: October 2020

Pages: 236

Price: US\$ 2,400.00 (Single User License)

ID: GBB94973F828EN

Abstracts

EXECUTIVE SUMMARY

The Global Microcontroller Market was valued at USD 17.9 billion in the year 2019. The demand for microcontrollers will witness a rise during the forecast period owing to an increase in the demand for consumer electronics worldwide. Furthermore, the increasing penetration of electronics in automotive industry and the budding automation in manufacturing industries will further propel the market in the coming years.

Factors such as higher concentration of OEMs and ODMs across industries, including consumer electronics, automotive, healthcare, industrial, and others in APAC region will significantly drive microcontroller market growth in subsequent years.

Furthermore, over the last 10-years, Microchip Technology, one of the leading Microcontroller manufacturing companies has been a major consolidator in the semiconductor industry. The growing web of connected devices encompasses smartphones, televisions, tablets, home appliances, gaming consoles, smart meters, and security systems. By leveraging these ever-increasing webs of devices, the demand for IoT microcontroller units is rapidly growing which is propelling the market.

Most of the projects in China, the US, Germany and South Korea are delayed, and the companies are facing short-term operational issues due to supply chain constraints and lack of site access due to the COVID-19 outbreak. Asia-Pacific is anticipated to get

highly affected by the spread of the COVID-19 due to the effect of the pandemic in China, Japan, and India.

SCOPE OF THE REPORT

The report analyses the Microcontroller Market by value (USD Million), by volume (sales Unit)

The report analyses the Microcontroller Market by Product Type (8-Bit, 16-Bit, 32-Bit).

The report analyses the Microcontroller Market by Application (Automotive, Industrial, Consumer Electronics, Others)

The Global Microcontroller Market has been analysed By Region (Americas, Europe, Asia Pacific, MEA) and By Country (United States, Canada, Mexico, Germany, France, Italy, China, Japan, India, South Korea).

The key insights of the report have been presented through the frameworks of SWOT and Porter's Five Forces Analysis. Also, the attractiveness of the market has been presented by region, Product type, application. Also, the major opportunities, trends, drivers and challenges of the industry has been analysed in the report.

The report tracks competitive developments, strategies, mergers and acquisitions and new product development. The companies analysed in the report include MICROCHIP TECHNOLOGY INCORPORATED, Renesas Electronics Corporation, NXP Semiconductors N.V., ON Semiconductor, ROHM Semiconductor, Silicon Labs, Texas Instruments, Infineon Technologies AG, Maxim Integrated, STMicroelectronics.

The report presents the analysis of Microcontroller market for the historical period of 2015-2019 and the forecast period of 2020-2025.

KEY TARGET AUDIENCE

Microcontroller Vendors

Semiconductor Companies

Consulting and Advisory Firms

Government and Policy Makers

Regulatory Authorities

Contents

1. REPORT SCOPE AND METHODOLOGY

- 1.1 Scope of the Report
- 1.2 Research Methodology
- 1.3 Executive Summary

2. STRATEGIC RECOMMENDATIONS

3. MICROCONTROLLER MARKET: PRODUCT OVERVIEW

4. GLOBAL MICROCONTROLLER MARKET: SIZING, GROWTH AND FORECAST

- 4.1 Market Size, By Value, Year 2015-2019
- 4.2 Market Size, By Value, Year 2020-2025
- 4.3 Market Size, By volume, Year 2015-2025
- 4.4 Impact of COVID-19 on Global Microcontroller Market
- 4.5 Global Economic & Industrial Outlook

5. GLOBAL MICROCONTROLLER MARKET SEGMENTATION, BY PRODUCT TYPE (VALUE)

- 5.1 Global Microcontroller Market: Segment Analysis
- 5.2 Competitive Scenario of Global Microcontroller Market: By Product Type (2019 & 2025)
- 5.3 By 8-Bit– Market Size and Forecast (2015-2025)
- 5.4 By 16-Bit Market Size and Forecast (2015-2025)
- 5.5 By 32-Bit Market Size and Forecast (2015-2025)

6. GLOBAL MICROCONTROLLER MARKET SEGMENTATION, BY APPLICATION (VALUE)

- 6.1 Global Microcontroller Market: Segment Analysis
- 6.2 Competitive Scenario of Global Microcontroller Market: By Application (2019 & 2025)
- 6.3 By Automotive– Market Size and Forecast (2015-2025)
- 6.4 By Industrial– Market Size and Forecast (2015-2025)
- 6.5 By Consumer Electronics– Market Size and Forecast (2015-2025)

6.6 By Others– Market Size and Forecast (2015-2025)

7. GLOBAL MICROCONTROLLER MARKET: REGIONAL ANALYSIS

7.1 Competitive Scenario of Global Microcontroller Market: By Region (2019 & 2025)

8. AMERICAS MICROCONTROLLER MARKET: AN ANALYSIS

8.1 Americas Microcontroller Market (Value, Volume): Size and Forecast (2015-2025)

8.2 Americas Economic and industrial Statistics

8.3 Americas Microcontroller Market– Prominent Companies

8.4 Market Segmentation By Product type (8-Bit, 16-Bit and 32-Bit)

8.5 Market Segmentation By Application (Automotive, Industrial, Consumer Electronics and Others)

8.6 Americas Microcontroller Market: Country Analysis

8.7 Market Opportunity Chart of America Microcontroller Market - By Country, By Value (Year-2025)

8.8 Competitive Scenario of America Microcontroller: By Country (2019 & 2025)

8.9 United States Microcontroller Market: Size and Forecast (2015-2025)

8.10 United States Microcontroller Market Segmentation By Product type, By application (2015-2025)

8.11 United States Economic and Industrial Statistics

8.12 Canada Microcontroller Market: Size and Forecast (2015-2025)

8.13 Canada Microcontroller Market Segmentation By Product type, By application (2015-2025)

8.14 Canada Economic and Industrial Statistics

8.15 Mexico Microcontroller Market: Size and Forecast (2015-2025)

8.16 Mexico Microcontroller Market Segmentation By Product type, By application (2015-2025)

8.17 Mexico Economic and Industrial Statistics

9. EUROPE MICROCONTROLLER MARKET: AN ANALYSIS

9.1 Europe Microcontroller Market (Value, Volume): Size and Forecast (2015-2025)

9.2 Europe Economic and industrial Statistics

9.3 Europe Microcontroller Market– Prominent Companies

9.4 Market Segmentation By Product type (8-Bit, 16-Bit and 32-Bit)

9.5 Market Segmentation By Application (Automotive, Industrial, Consumer Electronics and Others)

- 9.6 Europe Microcontroller Market: Country Analysis
- 9.7 Market Opportunity Chart of Europe Microcontroller Market - By Country, By Value (Year-2025)
- 9.8 Competitive Scenario of Europe Microcontroller: By Country (2019 & 2025)
- 9.9 Germany Microcontroller Market: Size and Forecast (2015-2025)
- 9.10 Germany Microcontroller Market Segmentation By Product type, By application (2015-2025)
- 9.11 Germany Economic and Industrial Statistics
- 9.12 France Microcontroller Market: Size and Forecast (2015-2025)
- 9.13 France Microcontroller Market Segmentation By Product type, By application (2015-2025)
- 9.14 France Economic and Industrial Statistics
- 9.15 Italy Microcontroller Market: Size and Forecast (2015-2025)
- 9.16 Italy Microcontroller Market Segmentation By Product type, By application (2015-2025)
- 9.17 Italy Economic and Industrial Statistics

10. ASIA PACIFIC MICROCONTROLLER MARKET: AN ANALYSIS

- 10.1 APAC Microcontroller Market (Value, Volume): Size and Forecast (2015-2025)
- 10.2 APAC Economic and industrial Statistics
- 10.3 APAC Microcontroller Market– Prominent Companies
- 10.4 Market Segmentation By Product type (8-Bit, 16-Bit and 32-Bit)
- 10.5 Market Segmentation By Application (Automotive, Industrial, Consumer Electronics and Others)
- 10.6 APAC Microcontroller Market: Country Analysis
- 10.7 Market Opportunity Chart of APAC Microcontroller Market - By Country, By Value (Year-2025)
- 10.8 Competitive Scenario of APAC Microcontroller: By Country (2019 & 2025)
- 10.9 China Microcontroller Market: Size and Forecast (2015-2025)
- 10.10 China Microcontroller Market Segmentation By Product type, By application (2015-2025)
- 10.11 China Economic and Industrial Statistics
- 10.12 Japan Microcontroller Market: Size and Forecast (2015-2025)
- 10.13 Japan Microcontroller Market Segmentation By Product type, By application (2015-2025)
- 10.14 Japan Economic and Industrial Statistics
- 10.15 South Korea Microcontroller Market: Size and Forecast (2015-2025)
- 10.16 South Korea Microcontroller Market Segmentation By Product type, By

application (2015-2025)

10.17 South Korea Economic and Industrial Statistics

10.18 India Microcontroller Market: Size and Forecast (2015-2025)

10.19 India Microcontroller Market Segmentation By Product type, By application (2015-2025)

10.20 India Economic and Industrial Statistics

11. GLOBAL MICROCONTROLLER MARKET DYNAMICS

11.1 Global Microcontroller Market Drivers

11.2 Global Microcontroller Market Restraints

11.3 Global Microcontroller Market Trends

12. MARKET ATTRACTIVENESS

12.1 Market Attractiveness

12.1 Market Attractiveness Chart of Global Microcontroller Market - By Product Type (Year 2025)

12.2 Market Attractiveness Chart of Global Microcontroller Market – By Application (Year 2025)

12.3 Market Attractiveness Chart of Global Microcontroller Market – By Region (Year 2025)

13. COMPETITIVE LANDSCAPE

13.1 Market Share of global leading companies

13.2 SWOT Analysis

13.3 Porter's Five Force Analysis

14. COMPANY PROFILES (BUSINESS DESCRIPTION, FINANCIAL ANALYSIS, BUSINESS STRATEGY)

14.1 MICROCHIP TECHNOLOGY INCORPORATED

14.2 Renesas Electronics Corporation

14.3 NXP Semiconductors N.V.

14.4 ON Semiconductor

14.5 ROHM Semiconductor

14.6 Silicon Labs

14.7 Texas Instruments

14.8 Infineon Technologies AG

14.9 Maxim Integrated

14.10 STMicroelectronics

List Of Figures

LIST OF FIGURES

Figure 1: Global Microcontroller Market Size, By Value, 2015-2019 (USD Million)

Figure 2: Global Microcontroller Market Size, By Value, 2020-2025 (USD Million)

Figure 3: Global Microcontroller Market Size, By Sales Unit, 2015-2025 (Million)

Figure 4: Global Semiconductor Industry (USD Billion), 2015-2019

Figure 5: Global Passenger car sales (Millions), 2014-19

Figure 6: Global Light vehicle Production (Millions), 2016-2019

Figure 7: Global Manufacturing value added (USD Trillion), 2014-2019

Figure 8: Global spending on the Internet of Things (IOT), USD Billion. 2017-2019

Figure 9: Global Industry (Including Construction), Value added (annual growth), 2014-2019

Figure 10: Global IT industry growth rate, 2014-2019

Figure 11: Global Artificial intelligence Market (USD Billion), 2016-2018

Figure 12: Global annual installation of industrial robots by region ('000 of Units), 2014-19

Figure 13: Global semiconductor industry by region 2015-2019 (USD Billion)

Figure 14: Global Microcontroller Market- By Product Type Market Share, 2019 & 2025

Figure 15: Global Microcontroller Market- By 8-Bit, By Value (USD Million), 2015-2025

Figure 16: Global Microcontroller Market- By 16-Bit, By Value (USD Million), 2015-2025

Figure 17: Global Microcontroller Market- By 32-Bit, By Value (USD Million), 2015-2025

Figure 18: Global Microcontroller Market- By Application Market Share, 2019 & 2025

Figure 19: Global Microcontroller Market- By Automotive, By Value (USD Million), 2015-2025

Figure 20: Global Microcontroller Market- By Industrial, By Value (USD Million), 2015-2025

Figure 21: Global Microcontroller Market- By Consumer Electronics, By Value (USD Million), 2015-2025

Figure 22: Global Microcontroller Market- By Others, By Value (USD Million), 2015-2025

Figure 23: Global Microcontroller Market- By Region Market Share, 2019 & 2025

Figure 24: Americas Microcontroller Market Size, By Value, 2015-2025 (USD Million)

Figure 25: Americas Microcontroller Market Size, By Sales Unit, 2015-2025 (Million)

Figure 26: Americas Passenger car sales (Millions), 2014-19

Figure 27: Latin America & Caribbean Industry (Including Construction), value added (annual growth), 2014-19

Figure 28: North America Light vehicle Production (Millions), 2015-2019

Figure 29: Latin America internet users 2020 (In Million Users)

- Figure 30: North America's spending on IT services, 2014-19 (USD Billion)
- Figure 31: Latin America IT spending (Billion USD), 2018-2019
- Figure 32: North America Population subscribed to Mobile Services (%)
- Figure 33: North America Smart Phone adoption rate, (%) 2017 & 2025E
- Figure 34: Americas Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025
- Figure 35: Americas Microcontroller Market- By Application, By Value (USD Million), 2015-2025
- Figure 36: Market Opportunity Chart of Americas Microcontroller Market- By Country, By Value (Year-2025)
- Figure 37: Americas Microcontroller Market- By Country Market Share, 2019 & 2025
- Figure 38: United States Microcontroller Market Size, By Value, 2015-2025 (USD Million)
- Figure 39: U.S. Based semiconductor companies market share in major regional semiconductor markets
- Figure 40: U.S. semiconductor industry R&D investment (USD Billion), 2014-2019
- Figure 41: U.S. Electronic Product Export in 2019 (USD Billion)
- Figure 42: United States Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025
- Figure 43: United States Microcontroller Market- By Application, By Value (USD Million), 2015-2025
- Figure 44: United States Passenger car sales (Millions), 2014-19
- Figure 45: United States Light vehicle Production (Millions), 2016-2019
- Figure 46: USA IT spending (Billion USD), 2015-2019
- Figure 47: United States GDP (USD Trillion), 2014-2019
- Figure 48: Canada Microcontroller Market Size, By Value, 2015-2025 (USD Million)
- Figure 49: Canada Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025
- Figure 50: Canada Microcontroller Market- By Application, By Value (USD Million), 2015-2025
- Figure 51: Canada: Manufacturing value added as a proportion of GDP (%)
- Figure 52: Canada-manufacturing value added (annual % growth), 2014 - 2019
- Figure 53: Canada Passenger car sales (Millions), 2014-19
- Figure 54: Canada Total New vehicle sales (Millions), 2014-2019
- Figure 55: Canada R&D expenditure (% of GDP) 2014-2018
- Figure 56: Canada Internet Users (in Millions), 2015-19
- Figure 57: Canada spending in technology by sectors (in Billion USD) in 2018- 2019
- Figure 58: Mexico Microcontroller Market Size, By Value, 2015-2025 (USD Million)
- Figure 59: Mexico Microcontroller Market- By Product Type, By Value (USD Million),

2015-2025

Figure 60: Mexico Microcontroller Market- By Application, By Value (USD Million), 2015-2025

Figure 61: Mexico: Manufacturing value added as a proportion of GDP (%)

Figure 62: Mexico Manufacturing, value added (annual % growth), 2014-19

Figure 63: Mexico Industry (including construction), value added (USD Billion)

2013-2018

Figure 64: Mexico Total New vehicle sales (Millions), 2014-2019

Figure 65: Europe Microcontroller Market Size, By Value, 2015-2025 (USD Million)

Figure 66: Europe Microcontroller Market Size, By Sales Unit, 2015-2025 (Million)

Figure 67: Europe Passenger car sales (Millions), 2014-19

Figure 68: ICT Spending in Eastern and central Europe (in %), 2019

Figure 69: Europe Union Industry (Including Construction), Value Added (USD Trillion), 2014-19

Figure 70: IoT Spending in Europe (in Billion USD), 2019

Figure 71: European Union Manufacturing, value added (annual growth), 2014-19

Figure 72: Europe Total New vehicle sales (Millions), 2015-2019

Figure 73: European Union Individuals Using the Internet, 2014 – 2018 (In % of Population)

Figure 74: European Union Manufacturing, Value Added (USD Trillion), 2014-19

Figure 75: Europe Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025

Figure 76: Europe Microcontroller Market- By Application, By Value (USD Million), 2015-2025

Figure 77: Market Opportunity Chart of Europe Microcontroller Market- By Country, By Value (Year-2025)

Figure 78: Europe Microcontroller Market- By Country Market Share, 2019 & 2025

Figure 79: Germany Microcontroller Market Size, By Value, 2015-2025 (USD Million)

Figure 80: Germany Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025

Figure 81: Germany Microcontroller Market- By Application, By Value (USD Million), 2015-2025

Figure 82: Germany: Manufacturing value added as a proportion of GDP (%)

Figure 83: Germany Manufacturing, value added (annual % growth), 2014-19

Figure 84: Germany Industry (including construction), value added (USD Trillion) 2013-2018

Figure 85: Germany Individuals Using Internet, 2014– 2018 (In % of Population)

Figure 86: Germany Luxury car sales worldwide by brands (Thousands), 2017-2019

Figure 87: Germany Total New vehicle sales (Millions), 2014-2019

Figure 88: Germany Passenger car sales (Millions), 2014-19

Figure 89: France Microcontroller Market Size, By Value, 2015-2025 (USD Million)

Figure 90: France Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025

Figure 91: France Microcontroller Market- By Application, By Value (USD Million), 2015-2025

Figure 92: Penetration of Smartphone in France, 2014-2019 (%)

Figure 93: France Manufacturing, value added (annual % growth), 2014-19

Figure 94: France: Manufacturing value added as a proportion of GDP (%)

Figure 95: France Industry (including construction), value added (USD Billion) 2013-2018

Figure 96: Italy Microcontroller Market Size, By Value, 2015-2025 (USD Million)

Figure 97: Italy Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025

Figure 98: Italy Microcontroller Market- By Application, By Value (USD Million), 2015-2025

Figure 99: Individuals using the internet (% of population), 2014-18

Figure 100: Italy Manufacturing, value added (annual % growth), 2014-19

Figure 101: Italy: Manufacturing value added as a proportion of GDP (%)

Figure 102: Italy Industry (including construction), value added (USD Billion) 2013-2018

Figure 103: Asia Pacific Microcontroller Market Size, By Value, 2015-2025 (USD Million)

Figure 104: APAC Microcontroller Market Size, By Sales Unit, 2015-2025 (Million)

Figure 105: Spending on IT services in APAC (USD Billion), 2015-2019

Figure 106: East Asia & Pacific Industry (Including Construction), Value Added (USD Trillion), 2013-18

Figure 107: Penetration of Internet Users in Asia Pacific, 2014–2018 (% of total population)

Figure 108: Asian developing countries manufacturing growth rate (%)

Figure 109: Revenue of public cloud computing In APAC region, By SaaS Model, (2015-2019)

Figure 110: Smartphone User Penetration in Asia Pacific, 2014-2019 (%)

Figure 111: Asia pacific IT spending YOY Growth (%)

Figure 112: East Asia & Pacific Manufacturing, Value Added (USD Trillion), 2013-18

Figure 113: Asia GDP Growth rate, 2014-2019 (%)

Figure 114: Asia Total New vehicle sales (Millions), 2016-2019

Figure 115: Luxury car sales in China by brands (Thousands), 2017-2019

Figure 116: APAC Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025

Figure 117: APAC Microcontroller Market- By Application, By Value (USD Million),

2015-2025

Figure 118: Market Opportunity Chart of APAC Microcontroller Market- By Country, By Value (Year-2025)

Figure 119: APAC Microcontroller Market- By Country Market Share, 2019 & 2025

Figure 120: China Microcontroller Market Size, By Value, 2015-2025 (USD Million)

Figure 121: China Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025

Figure 122: China Microcontroller Market- By Application, By Value (USD Million), 2015-2025

Figure 123: China IC Production (USD Billion), 2014-18

Figure 124: China IC market (USD Billion), 2014-18

Figure 125: China's Manufacturing Value added (USD T), 2014-19

Figure 126: China Total New vehicle sales (Millions), 2014-2019

Figure 127: Penetration of Internet Users in China, 2014-2019 (%)

Figure 128: Number of Internet Users in China, 2014-2019 (in million)

Figure 129: China Number of IoT connections (in Billion) 2017–2019

Figure 130: China Passenger car sales (Millions), 2014-19

Figure 131: Japan Microcontroller Market Size, By Value, 2015-2025 (USD Million)

Figure 132: Japan Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025

Figure 133: Japan Microcontroller Market- By Application, By Value (USD Million), 2015-2025

Figure 134: Japan: Manufacturing value added as a proportion of GDP (%)

Figure 135: Japan Manufacturing, value added (annual % growth), 2014-18

Figure 136: Japan Industry (including construction), value added (annual % growth) 2013-2018

Figure 137: Penetration of Internet Users in Japan, 2014-2019 (%)

Figure 138: Automotive imports in value terms (CIF), (In 100 Billion Yen), 2014-18)

Figure 139: Automotive exports in value terms (FOB), (In 100 Billion Yen), 2014-18)

Figure 140: Investments in equipment of Automotive sector (100 Billion Yen), 2013-2017

Figure 141: Number of Internet Users in Japan, 2014-2018 (in million)

Figure 142: South Korea India Microcontroller Market Size, By Value, 2015-2025 (USD Million)

Figure 143: South Korea Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025

Figure 144: South Korea Microcontroller Market- By Application, By Value (USD Million), 2015-2025

Figure 145: South Korea: Manufacturing value added as a proportion of GDP (%)

- Figure 146: South Korea-Industrial Production, annual percent change, 2014-2019
- Figure 147: South Korea Industry (including construction), value added (USD Billion) 2013-2018
- Figure 148: South Korea Semiconductor imports-exports (USD Billion), 2018-2019
- Figure 149: India Microcontroller Market Size, By Value, 2015-2025 (USD Million)
- Figure 150: India Microcontroller Market- By Product Type, By Value (USD Million), 2015-2025
- Figure 151: India Microcontroller Market- By Application, By Value (USD Million), 2015-2025
- Figure 152: Penetration of Internet Users in India, 2014-2019 (%)
- Figure 153: India IT spending by segment (USD B), 2014-18
- Figure 154: India IT spending by segments(In Billion USD), 2018–2019
- Figure 155: India Passenger car sales (Millions), 2014-19
- Figure 156: India Total New vehicle sales (Millions), 2014-2019
- Figure 157: India's Share of IoT revenue by industry (%), 2019
- Figure 158: Market Attractiveness Chart of Global Microcontroller Market- By Product Type (Year-2025)
- Figure 159: Market Attractiveness Chart of Global Microcontroller Market- Application (Year-2025)
- Figure 160: Market Attractiveness Chart of Global Microcontroller Market- By Region (Year-2025)
- Figure 161: Global Microcontroller manufacturing company market share (%), 2019
- Figure 162: Global 32-Bit Microcontroller companies market share (%), 2019
- Figure 163: Global 8-Bit Microcontroller companies market share (%), 2019
- Figure 164: Global Automotive Microcontroller manufacturing company market share (%), 2019
- Figure 165: Mircochip Annual Sales Revenue, 2015-2019 (USD Million)
- Figure 166: Microchip Net Income, 2015-2019 (USD Million)
- Figure 167: Microchip Sales Revenue, By Business Segment (%), FY2019
- Figure 168: Microchip Sales Revenue, By Geographical Segment (%), FY2019
- Figure 169: Reneses Annual Sales Revenue, 2015-2019 (USD Million)
- Figure 170: Reneses Gross Profit, 2017-2019 (USD Million)
- Figure 171: Reneses Sales Revenue, By Business Segment (%), FY2019
- Figure 172: Reneses Sales Revenue, By Geographical Segment (%), FY2019
- Figure 173: NXP Semiconductors Annual Sales Revenue, 2015-2019 (USD Million)
- Figure 174: NXP Semiconductors Net income attributable to stockholders, 2015-2019 (USD Million)
- Figure 175: NXP Semiconductors Sales Revenue, By Business Segment (%), FY2019
- Figure 176: NXP Semiconductors Sales Revenue, By Geographical Segment (%),

FY2019

Figure 177: ON Semiconductor Annual Sales Revenue, 2015-2019 (USD Million)

Figure 178: ON Semiconductor Net income, 2015-2019 (USD Million)

Figure 179: ON Semiconductor Sales Revenue, By Business Segment (%), FY2019

Figure 180: ON Semiconductor Sales Revenue, By Geographical Segment (%), FY2019

Figure 181: ROHM Semiconductor Annual Sales Revenue, 2015-2019 (USD Million)

Figure 182: ROHM Semiconductor Net income, 2015-2019 (USD Million)

Figure 183: ROHM Semiconductor Sales Revenue, By Business Segment (%), FY2019

Figure 184: ROHM Semiconductor Sales Revenue, By Geographical Segment (%),
FY2019

Figure 185: Silicon Labs Annual Sales Revenue, 2015-2019 (USD Million)

Figure 186: Silicon Labs Net income, 2015-2019 (USD Million)

Figure 187: Silicon Labs Sales Revenue, By Business Segment (%), FY2019

Figure 188: Silicon Labs Sales Revenue, By Geographical Segment (%), FY2019

Figure 189: Texas Instruments Annual Sales Revenue, 2015-2019 (USD Million)

Figure 190: Texas Instruments Net income, 2015-2019 (USD Million)

Figure 191: Texas Instruments Sales Revenue, By Business Segment (%), FY2019

Figure 192: Texas Instruments Sales Revenue, By Geographical Segment (%), FY2019

Figure 193: Infineon Annual Sales Revenue, 2015-2019 (USD Million)

Figure 194: Infineon Net income, 2015-2019 (USD Million)

Figure 195: Infineon Sales Revenue, By Business Segment (%), FY2019

Figure 196: Infineon Sales Revenue, By Geographical Segment (%), FY2019

Figure 197: Maxim Integrated Annual Sales Revenue, 2016-2020 (USD Million)

Figure 198: Maxim Integrated Net income, 2016-2020 (USD Million)

Figure 199: Maxim Integrated Sales Revenue, By Business Segment (%), FY2020

Figure 200: Maxim Integrated Sales Revenue, By Geographical Segment (%), FY2020

Figure 201: STMicroelectronics Annual Sales Revenue, 2015-2019 (USD Million)

Figure 202: STMicroelectronics Net income, 2015-2019 (USD Million)

Figure 203: STMicroelectronics Sales Revenue, By Business Segment (%), FY2019

Figure 204: STMicroelectronics Sales Revenue, By Geographical Segment (%),
FY2019

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