

Global Digital Potentiometer Market Size study & Forecast, by Type (5-byte, 6-byte, 7-byte, 8-byte, 10-byte) By Application (Audio Control, Television, Motion Control, Transducer, Others) By Industry Vertical (Consumer Electronics, Telecommunication, Automotive, Aerospace & Defense, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Digital Potentiometer Market is valued approximately USD xx billion in 2022 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2023-2030. A digital potentiometer, also known as a digital variable resistor, is an electronic component that emulates the functionality of a traditional mechanical potentiometer using digital control signals. It allows for electronic adjustment of resistance values in various circuits, offering advantages such as precision, programmability, and remote control. The Digital Potentiometer market is expanding because of factors such as rising number of electric vehicles and increased adoption of smartphones. As a result, the demand of Digital Potentiometer has progressively increased in the international market during the forecast period 2023-2030.

Digital potentiometers are used in EVs to control throttle and acceleration. They help manage the flow of electric current to the motor, enabling smooth acceleration and deceleration while maintaining energy efficiency. According to the Statista, in 2022, global plug-in electric vehicle sales were just over 10.5 million units. Furthermore, in 2022, Chinese registrations of battery electric vehicles and hybrid electric vehicles (PHEV) climbed by an astounding 82% year on year. Another important factor drives the Digital Potentiometer market is increasing adoption of smartphones. Smartphones serve as intuitive user interfaces for controlling devices and systems that incorporate

digital potentiometers. Mobile apps allow users to adjust settings, configure parameters, and monitor various devices remotely. In addition, as per Statista, North America accounts highest smartphone adoption rate in 2022, accounting for about 84% of total mobile connections. North America's smartphone adoption rate is predicted to reach 90% by 2030, with regions such as the CIS and Asia Pacific experiencing faster development. Moreover, increasing demand of consumer electronics and rising technological advancement related to Digital Potentiometer is anticipated to create a lucrative growth opportunity for the market over the forecast period. However, high cost associated to Digital Potentiometer and technical complexity in operating digital potentiometer is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Digital Potentiometer Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the increasing presence of digital potentiometer manufacturers and solution providers and increasing usage of digital potentiometer in telecommunication and healthcare sectors in the region. The region's dominant performance is anticipated to propel the overall demand of Digital Potentiometer. Furthermore, Asia Pacific is expected to grow fastest during the forecast period, owing to factors such as increased adoption of smartphones, computers, and vehicle automation in the region.

Major market player included in this report are:

Maxim Integrated Products, Inc.

Parallax Inc.

Texas Instruments Incorporated

Renesas Electronics Corporation

3Vsi Electronics Pvt. Ltd.

ON Semiconductor Corporation

Analog Devices, Inc.

Microchip Technology Inc.

Freescale Semiconductor, Inc.

NXP Semiconductors N.V.

Recent Developments in the Market:

Recent development - NA

Global Digital Potentiometer Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Application, Industry Vertical, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest

along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

5-byte

6-byte

7-byte

8-byte

10-byte

By Application

Audio Control

Television

Motion Control

Transducer

Others

By Industry Vertical

Consumer Electronics

Telecommunication

Automotive

Aerospace & Defense

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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