

# GLOBAL INTERNET OF THINGS MICROCONTROLLER MARKET FORECAST 2018-2026

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## Abstracts

### KEY FINDINGS

Microcontroller is a System on Chip (SoC) which consists of a core processor, memory, and programmable input and output peripherals. Currently, the microcontroller is used across a number of automatically controlled IoT product and devices such as office machines, remote controls, automobile engine control systems, medical devices, etc. Over the forecast years of 2018-2026, the global IOT Microcontroller market is predicted to rise with 11.38% CAGR, generating a revenue of \$5683 million.

### MARKET INSIGHTS

The global IoT in Microcontroller market is chiefly segmented on the basis of its applications and types. The application segment of the market includes Automotive, Consumer Electronics and Home Appliances, Industries, Security ID Medical, and Solar PV & Smart Grid. Consumer electronics and home appliances accounted for the biggest revenue share in 2017. The type segment of the market includes 8 bit, 16 bit and 32 bit. The 32-bit type segment of the market is expected to showcase the highest CAGR growth over the forecast period. Growing market for the internet of things and a rising demand for automation across end-user industries is mainly propelling the market ahead. However, the market has to face certain challenges on account of the fragmented nature of the industry.

### REGIONAL INSIGHTS

The North American region dominated the global market by accounting for the highest revenue share. The growth of automotive electrical and aerospace industry is majorly

contributing to this region's growth. The U.S IOT microcontroller market reigned the North American region, and the country is expected to rule the market throughout the projected years. Asia-Pacific was the second-highest revenue generating market in 2017. The fact that APAC is expected to rise with the highest CAGR over the forecast period is presenting the global IoT Microcontroller market with promising opportunities. The Indian market is expected to rise with the highest CAGR for this region, driven by growing population, increased demand for advanced technological products and changing lifestyle. Other significant markets for IoT in Microcontroller include Europe and rest of the world markets.

## **COMPETITIVE INSIGHTS**

Atmel, Holtek, Fujitsu, Infineon, Microchip, Ixys Corporation, Nuvoton, Renesas, Nxp, Samsung, Spansion, Shhic, St Microelectronics, and Texas Instruments are the leading companies in the global IoT Microcontroller market.

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6. MICROCHIP.
7. NUVOTON
8. NXP
9. RENESAS
10. SAMSUNG
11. SHHIC
12. SPANSION
13. ST MICROELECTRONICS
14. TEXAS INSTRUMENTS

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