

North America Microcontrollers Market (2016-2022)

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Abstracts

North America Microcontroller market is estimated to grow at a CAGR of 11.0% during the forecast period. Growing number of automated machines is a leading factor that drives the market growth. Also, growth in portable electronics such as personal computers, tablet, and smartphones have contributed to the market growth significantly. The growth in luxury cars segment has also added to the market growth. However, malfunctioning of microcontrollers in extreme climatic conditions have a negative impact on the market growth. The demand for electric and hybrid vehicles is expected to increase in future.

The increasing adoption due to decrease in the unit price of the product would be a factor that would drive the 32-bit MCU market. Additionally, the fast-growing segments such as automotive, communications, consumer devices, and industrial, are further adding to the growth of the 32-bit MCU segment during the forecast period.

The microcontroller-based application segment can be categorized into automotive, consumer electronics, industrial, medical devices, and military & defense. The automotive application segment remained as a dominant segment in 2015, and as there are tremendous opportunities for growth in the automotive sector.

The report highlights the adoption of Microcontrollers in North America. Based on the Type, the North America Microcontrollers Market is segmented into 8-BIT Microcontroller, 16-BIT Microcontroller and 32-BIT Microcontroller segment. Based on the Application, the market is bifurcated into Automotive, Industrial, Consumer Goods, Computer and Communications segment. The countries included in the report are U.S, Canada, Mexico and Rest of North America.

Key Players profiled in the report includes Cypress Semiconductor Corp., ARM LTD., Renesas Electronics Corporation, Microchip Technology, Fujitsu Limited, NXP

Semiconductor N.V., Texas Instruments Incorporated, STMicroelectronics N.V., Infineon Technologies AG and Panasonic Corporation.

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