

# **Sensors Market in Consumer Electronics by Product (Touch, Image, Motion, Temperature, Position, Pressure), Application (Entertainment, I.T., Communication Products, Home Appliances), & Geography (North America, Europe, APAC, ROW) - Worldwide Market Forecasts and Analysis (2013 - 2020)**

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## **Abstracts**

Although sensors in consumer electronics have been in the market for quite a long time, the high power consumption and large size with the associated cost has been limiting their applications to new products like wearable devices. However, this scenario is rapidly changing with the market consistently moving towards smaller size of IC chips, which could help in reducing the overall cost of ownership to a great extent. The use of sensors for upcoming applications in health monitoring, indoor navigation will surely drive this market to new horizons.

This research study on the sensors market in consumer electronics focuses on various product segments such as Touch, Image, Motion, Pressure, Position and Temperature Sensor. While Touch and Image are relatively mature product segments, Motion and Pressure are expected to grow at higher CAGRs during the forecast period. Apart from these product segments, the report is sub segmented by applications such as Entertainment, Information Technology, Communication Products, and Home Appliances.

The report also draws the competitive landscape of the global sensors market in consumer electronics, analyzing the major players and the strategies adopted by them for growth in the market. Apart from the market segmentation data, the report also

includes qualitative analysis of various market dynamics such as the drivers, restraints, opportunities, burning issues, and winning imperatives. It also analyzes the overall market through various models; such as the Porter's five forces model. The report includes profiles of major market players with their respective market share analysis.

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## About

In today's world Sensors have numerous applications in consumer electronics. From location detection details with the help of GPS to touch less gesture to perform a particular function in smartphones, all this can be performed using sensors. The market is very dynamic in nature and technologies are becoming obsolete within months.

CCD (Charge Coupled Device) image sensors were popular in 1990. Now CMOS image sensors have completely replaced them across applications. Recently, organic CMOS sensors have been introduced in the market which is touted to replace the traditional silicon CMOS image sensors. Touch sensors market in consumer electronics is expected to be hugely dominated by capacitive touch sensor mainly for its better sensitivity and multi touch features. In the motion sensor market, accelerometers and gyroscopes have been driving the market. New developments in gyroscopes are focusing on reducing its power consumption and size. For position sensors market, Linear position sensors dominate the market for consumer electronics applications. Pressure sensor market is dominated by Piezoresistive using MEMS technology.

The sensors market in consumer electronics has been divided into 3 major verticals: products, applications and geography. The application vertical has been further sub-divided into Entertainment, Information Technology, Communication Products, Home Appliances and others. The geography has been sub-divided into North America, Europe, APAC and ROW.

The total value from all the sensors namely Touch, Motion, Image, Position, Pressure and Temperature for consumer electronics applications is estimated to be nearly \$ 15.27 Billion for 2013. The communication products application has the largest market share in terms of value for 2013. Apart from the demand side market drivers, the report also analyzes the supply side drivers. One of the major supply side market drivers is the growth of smart phones and tablet in the market.



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