

# Leading Brands' Decision to Develop Chips In-House and Its Industry Impact (pre-order)

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## Abstracts

The global chip shortage, due to supply problems and a surge in demand for IT products during the COVID-19 outbreak, has motivated leading brands such as Apple, Tesla, Amazon, and Alibaba to bring chip development in house to secure supply chains with a stable chip supply. Based on different requirements for end user products and cloud products, this report divides these leading brands into two groups and analyzes motivations that lead them to develop own chips; examines their future development trends and product strategies while analyzing the possible impact on the notebook PC, automobile, and server industry.

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