

# Markets for Low-Cost Sensors 2012

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## Abstracts

This new report from NanoMarkets quantifies the markets for low-cost sensors over the next eight years. In the report, we examine the latest technologies, strategies, and technical developments of the sensor industry and identify the applications in which low-cost sensors can generate revenue for suppliers. The report provides granular, eight-year volume and revenue forecasts for this business.

The low-cost sensor applications covered by this report include: smart packaging for consumer goods; pharmaceutical smart packaging and healthcare-related applications; interactive media and disposable electronics applications; lighting applications, including both standalone lighting control units and smart lighting systems; building automation systems; and diagnostic test strips for monitoring of, for example, blood glucose or cholesterol levels in conjunction with an electronic meter.

NanoMarkets has provided coverage of sensors markets for several years as part of a larger focus on the low-cost and printed electronics markets, and in this report we share the insights that we have garnered into the market opportunities that will emerge and grow for low-cost sensors in key application areas.

The low-cost sensor market will continue to grow over the next decade, driven largely by the need for better diagnostics for an aging (and ailing) population, as well as by the growth of low-cost electronics for a variety of applications and smart packaging products with integrated sensing capabilities:

The latter applications are part of larger trends toward ubiquitous electronics and the “Internet-of-things”, which are finally showing signs of real growth after percolating under the radar for several years.

Low-cost sensors are key enablers for these trends, because the concept of

putting electronics into everyday objects of all kinds calls for very low-cost components, including sensors. Importantly, it is in these new low-cost electronics applications that NanoMarkets believes some of the most exciting, i.e. highest growth, opportunities in the low-cost sensor sector lie.

## Contents

### **CHAPTER ONE BACKGROUND AND OBJECTIVES OF THIS REPORT**

- 1.1 Background to this Report
  - 1.1.1 Low-Cost Electronics as a Market for Low-Cost Sensors
- 1.2 Objectives and Scope of this Report

### **CHAPTER TWO: LOW-COST SENSOR TECHNOLOGIES AND PRODUCTS**

- 2.1 Low Cost Sensors: Key Issues
  - 2.1.1 Definition of Low-Cost Sensors
  - 2.1.2 The Importance of Printing to the Low-Cost Sensor Value Proposition
- 2.3 Diagnostic Test Strips – The Biggest Market for Low-Cost Sensors
- 2.3 Other Applications for Low-Cost Sensors
  - 2.3.1 Low-Cost Sensors in Smart Packaging of Consumer Goods
  - 2.3.2 Low-Cost Sensors in Pharmaceutical Packaging and Healthcare-Related Smart Applications
  - 2.3.3 Interactive Media and Disposable Electronics
  - 2.3.4 Low-Cost Sensors in Lighting Applications
  - 2.3.5 Low-Cost Sensors in Building Automation

### **CHAPTER THREE: FORECASTS FOR LOW-COST SENSORS**

- 3.1 Forecasting Methodology
  - 3.1.1 General Methodology
  - 3.1.2 Data Sources
  - 3.1.3 Scope of the Forecast
  - 3.1.4 Economic Assumptions
  - 3.1.5 Alternative Scenarios
- 3.2 Eight-Year Forecasts for Low-Cost Sensors
  - 3.2.1 Forecasts of Diagnostic Test Strips
  - 3.2.2 Forecasts of Low-Cost Sensors in Pharmaceutical Smart Packaging and Healthcare-Related Applications
  - 3.2.3 Forecasts for Low-Costs Sensors in Interactive Media and Disposable Electronics
  - 3.2.4 Eight-Year Forecasts for Low-Cost Sensors in Lighting
  - 3.2.5 Eight-Year Forecasts for Low-Cost Sensors in Building Automation
- 3.3 Summaries of Eight-Year Forecasts for Low-Cost Sensors

3.3.1 Summary by Application

3.3.2 Summary by Sensor Type

Abbreviations and Acronyms Used in this Report

About the Author

## List Of Exhibits

### LIST OF EXHIBITS

Exhibit 2-1: Advantages of Printing for Fabricating Low-Cost Sensors

Exhibit 2-2: Survey of Printed Sensor Research Devices

Exhibit 2-2: Survey of Printed Sensor Research Devices

Exhibit 3-1: Analysis of the Diagnostic Test Strips Market 2012-2019

Exhibit 3-2: Analysis of Low-Cost Sensors in Smart Packaging Applications for Consumer Goods 2012-2019

Exhibit 3-3: Analysis of Pharmaceutical Smart Packaging and Healthcare-Related Smart Applications for Low-Cost Sensors 2012-2019

Exhibit 3-4: Analysis of Interactive Media\* and Disposable Electronics Applications for Low-Cost Sensors 2012-2019

Exhibit 3-5: Analysis of Low-Cost Sensors in Lighting Applications 2012-2019

Exhibit 3-6: Analysis of Low-Cost Sensors in Novel, Low-End Building Automation Applications 2012-2019

Exhibit 3-7: Summary of the Low-Cost Sensor Market by Application 2012-2019

Exhibit 3-8: Summary of Low-Cost Sensor Market by Sensor Type 2012-2019

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