

# **Consumer Electronics Chipset Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application, Product Type**

<https://marketpublishers.com/r/CF77AC012F2DEN.html>

Date: February 2025

Pages: 95

Price: US\$ 3,200.00 (Single User License)

ID: CF77AC012F2DEN

## **Abstracts**

### **Consumer Electronics Chipset Market Overview**

The consumer electronics chipset market is poised for significant growth as the demand for advanced electronic devices continues to rise globally. Consumer electronics chipsets are essential components that enable the functionality of various electronic devices, including smartphones, tablets, smart TVs, and automotive electronics. The ongoing technological advancements and the increasing integration of smart features in everyday consumer products are fueling the market's expansion. The market is driven by innovations in processing power, wireless communication technologies, and energy efficiency, creating new opportunities across various applications.

### **Market Size**

The consumer electronics chipset market is anticipated to grow at a steady pace, with a compound annual growth rate (CAGR) estimated in the range of 5% to 7% over the forecast period. This growth is largely driven by the increasing adoption of smartphones, smart devices, and automotive electronics, as well as the rising demand for improved chipset technologies that support faster, more energy-efficient performance in consumer electronics.

### **Market Share & Trends Analysis**

#### **By Application**

The market is segmented by application into Smartphones, Tablets, Smart TVs/TV Boxes, Smart Home Devices, Automotive Electronics, and Others. The estimated

growth rates for these applications are as follows:

**Smartphones:** Expected to grow at a CAGR of 6% to 8%, driven by the continuous advancements in mobile technology, including 5G connectivity, enhanced performance, and improved user experience.

**Tablets:** Projected to expand at a CAGR of 5% to 7%, supported by the increasing use of tablets in education, business, and entertainment sectors.

**Smart TVs/TV Boxes:** Anticipated to grow at a CAGR of 7% to 9%, fueled by the growing trend of connected TVs, demand for streaming services, and smart home integration.

**Smart Home Devices:** Expected to experience rapid growth at a CAGR of 8% to 10%, driven by the increasing adoption of IoT devices and consumer interest in home automation systems.

**Automotive Electronics:** Estimated to grow at a CAGR of 6% to 8%, supported by the increasing integration of advanced driver-assistance systems (ADAS) and infotainment systems in modern vehicles.

**Others:** Expected to grow at a CAGR of 4% to 6%, reflecting the diverse range of applications including wearables and industrial devices.

### By Product Type

The market is further segmented by product type into Processor Chipset, Wireless Communication Chipset, Audio/Video Processing Chipset, Power Management Chipset, Sensor Chipset, and Others. The expected growth rates for these product types are as follows:

**Processor Chipset:** Expected to grow at a CAGR of 6% to 8%, driven by the demand for powerful processors in smartphones, tablets, and other consumer devices.

**Wireless Communication Chipset:** Projected to expand at a CAGR of 7% to 9%, supported by the widespread adoption of 5G networks and the growing need for high-speed data transfer in consumer electronics.

**Audio/Video Processing Chipset:** Anticipated to grow at a CAGR of 5% to 7%, as the demand for high-quality audio and video experiences in smart TVs, tablets, and mobile devices increases.

**Power Management Chipset:** Expected to grow at a CAGR of 6% to 8%, driven by the rising need for energy-efficient devices and the integration of power-saving technologies in mobile and IoT devices.

**Sensor Chipset:** Projected to expand at a CAGR of 7% to 9%, due to the increasing use of sensors in smart home devices, wearables, and automotive applications.

Others: Estimated to grow at a CAGR of 4% to 6%, including specialized chipsets for emerging applications in various consumer electronics devices.

### By Key Market Players

The consumer electronics chipset market is competitive, with key players actively driving innovation and development in the sector. Leading companies in the market include:

**Qualcomm:** A dominant player, known for its leadership in wireless communication chipsets, particularly for mobile devices and 5G technologies.

**MediaTek:** A key player in the smartphone chipset segment, offering a range of solutions including mobile processors, wireless chipsets, and IoT solutions.

**Intel Corporation:** A major supplier of processors and chipsets for various consumer electronics devices, including laptops, desktops, and IoT applications.

**Broadcom:** Known for its expertise in wireless communication chipsets and other semiconductor solutions for consumer electronics applications.

**Samsung Electronics:** A leading provider of processors, memory, and wireless communication chipsets for smartphones, smart home devices, and automotive applications.

**NXP Semiconductors:** Specializes in automotive and IoT chipsets, providing advanced semiconductor solutions for various consumer electronics sectors.

**Apple:** Known for its custom-designed chipsets, including processors and wireless communication chips, used in its ecosystem of consumer electronics products.

**Huawei HiSilicon:** A prominent player offering chipsets for smartphones, IoT devices, and other consumer electronics products, with a focus on integrated solutions.

**Marvell Technology:** Provides chipsets for a range of consumer electronics applications, including wireless communication and storage solutions.

**Realtek Semiconductor:** A key player in audio/video processing chipsets, known for providing solutions in the consumer electronics and computer industries.

**AMD (Advanced Micro Devices):** A major supplier of processor chipsets for laptops, desktops, and gaming consoles, with a focus on high-performance computing.

**Texas Instruments:** Specializes in power management and sensor chipsets, providing solutions for a range of consumer electronics and automotive applications.

**VIA Technologies:** Known for its processor chipsets and solutions for various consumer electronics devices, including media players and industrial devices.

**ARM Holdings:** A leading designer of processor architectures and chipsets, providing solutions used in smartphones, tablets, and embedded systems.

## By Region

The consumer electronics chipset market is witnessing diverse growth across different regions:

**North America:** Expected to grow at a CAGR of 5% to 7%, driven by strong demand from the smartphone and automotive electronics sectors.

**Europe:** Projected to expand at a CAGR of 4% to 6%, as the region focuses on smart home and automotive electronics applications.

**Asia-Pacific:** Estimated to experience the highest growth rate, with a CAGR of 7% to 9%, due to the rapid adoption of consumer electronics and manufacturing capabilities in countries like China, South Korea, and Japan.

**Latin America:** Expected to see moderate growth at a CAGR of 5% to 7%, with increasing demand for mobile devices and smart home applications.

**Middle East & Africa:** Forecast to experience steady growth at a CAGR of 4% to 6%, with expanding consumer electronics markets and the adoption of smart devices in various sectors.

## Market Forecasts (2025-2030)

### Growth in Key Segments

**Smartphones:** This segment is expected to maintain a leading position in the market, driven by the increasing adoption of 5G smartphones and the demand for high-performance processors.

**Smart Home Devices:** Projected to see strong growth, fueled by the rise in IoT-based devices and growing consumer interest in home automation systems.

**Automotive Electronics:** Expected to expand due to the increasing integration of chipsets for advanced driver-assistance systems (ADAS) and in-vehicle infotainment systems.

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