

# China Embedded Microcontroller Unit Market Research Report 2017

<https://marketpublishers.com/r/C996A8DD446EN.html>

Date: December 2017

Pages: 104

Price: US\$ 3,400.00 (Single User License)

ID: C996A8DD446EN

## Abstracts

The global Embedded Microcontroller Unit market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

China plays an important role in global market, with market size of xx million USD in 2016 and will be xx million USD in 2022, with a CAGR of xx%.

This report studies the Embedded Microcontroller Unit development status and future trend in China, focuses on top players in China, also splits Embedded Microcontroller Unit by type and by applications, to fully and deeply research and reveal the market general situation and future forecast.

The major players in China market include

NXP

Microchip Technology

Atmel Corporation

Texas Instruments

Cypress Semiconductor

Geographically, this report splits the China market into six regions,

South China

East China

Southwest China

Northeast China

North China

Central China

Northwest China

On the basis of product, this report displays the sales volume (K Units), revenue (Million USD), product price (USD/Unit), market share and growth rate of each type, primarily split into

Harvard Type

Von Neumann Type

On the basis of the end users/application, this report covers

Electronics

Aerospace

Automotive

Others

If you have any special requirements, please let us know and we will offer you the report as you want.

## Contents

### China Embedded Microcontroller Unit Market Research Report 2017

#### **1 EMBEDDED MICROCONTROLLER UNIT OVERVIEW**

1.1 Product Overview and Scope of Embedded Microcontroller Unit

1.2 Classification of Embedded Microcontroller Unit by Product Category

1.2.1 China Embedded Microcontroller Unit Sales (K Units) Comparison by Type (2012-2022)

1.2.2 China Embedded Microcontroller Unit Sales (K Units) Market Share by Type in 2016

1.2.3 Harvard Type

1.2.4 Von Neumann Type

1.3 China Embedded Microcontroller Unit Market by Application/End Users

1.3.1 China Embedded Microcontroller Unit Sales (K Units) and Market Share Comparison by Applications (2012-2022)

1.3.2 Electronics

1.3.3 Aerospace

1.3.4 Automotive

1.3.5 Others

1.4 China Embedded Microcontroller Unit Market by Region

1.4.1 China Embedded Microcontroller Unit Market Size (Million USD) Comparison by Region (2012-2022)

1.4.2 South China Embedded Microcontroller Unit Status and Prospect (2012-2022)

1.4.3 East China Embedded Microcontroller Unit Status and Prospect (2012-2022)

1.4.4 Southwest China Embedded Microcontroller Unit Status and Prospect (2012-2022)

1.4.5 Northeast China Embedded Microcontroller Unit Status and Prospect (2012-2022)

1.4.6 North China Embedded Microcontroller Unit Status and Prospect (2012-2022)

1.4.7 Central China Embedded Microcontroller Unit Status and Prospect (2012-2022)

1.5 China Market Size (Sales and Revenue) of Embedded Microcontroller Unit (2012-2022)

1.5.1 China Embedded Microcontroller Unit Sales (K Units) and Growth Rate (%) (2012-2022)

1.5.2 China Embedded Microcontroller Unit Revenue (Million USD) and Growth Rate (%) (2012-2022)

## **2 CHINA EMBEDDED MICROCONTROLLER UNIT MARKET COMPETITION BY PLAYERS/MANUFACTURERS**

2.1 China Embedded Microcontroller Unit Sales and Market Share of Key Players/Manufacturers (2012-2017)

2.2 China Embedded Microcontroller Unit Revenue and Share by Players/Manufacturers (2012-2017)

2.3 China Embedded Microcontroller Unit Average Price (USD/Unit) by Players/Manufacturers (2012-2017)

2.4 China Embedded Microcontroller Unit Market Competitive Situation and Trends

2.4.1 China Embedded Microcontroller Unit Market Concentration Rate

2.4.2 China Embedded Microcontroller Unit Market Share of Top 3 and Top 5 Players/Manufacturers

2.4.3 Mergers & Acquisitions, Expansion in China Market

2.5 China Players/Manufacturers Embedded Microcontroller Unit Manufacturing Base Distribution, Sales Area, Product Types

## **3 CHINA EMBEDDED MICROCONTROLLER UNIT SALES AND REVENUE BY REGION (2012-2017)**

3.1 China Embedded Microcontroller Unit Sales (K Units) and Market Share by Region (2012-2017)

3.2 China Embedded Microcontroller Unit Revenue (Million USD) and Market Share by Region (2012-2017)

3.3 China Embedded Microcontroller Unit Price (USD/Unit) by Regions (2012-2017)

## **4 CHINA '&B1&' SALES AND REVENUE BY TYPE/ PRODUCT CATEGORY (2012-2017)'**

4.1 China Embedded Microcontroller Unit Sales (K Units) and Market Share by Type/ Product Category (2012-2017)

4.2 China Embedded Microcontroller Unit Revenue (Million USD) and Market Share by Type (2012-2017)

4.3 China Embedded Microcontroller Unit Price (USD/Unit) by Type (2012-2017)

4.4 China Embedded Microcontroller Unit Sales Growth Rate (%) by Type (2012-2017)

## **5 CHINA '&B1&' SALES BY APPLICATION (2012-2017)'**

5.1 China Embedded Microcontroller Unit Sales (K Units) and Market Share by

Application (2012-2017)

5.2 China Embedded Microcontroller Unit Sales Growth Rate (%) by Application (2012-2017)

5.3 Market Drivers and Opportunities

## **6 CHINA EMBEDDED MICROCONTROLLER UNIT PLAYERS/SUPPLIERS PROFILES AND SALES DATA**

### 6.1 NXP

6.1.1 Company Basic Information, Manufacturing Base and Competitors

6.1.2 Embedded Microcontroller Unit Product Category, Application and Specification

6.1.2.1 Product A

6.1.2.2 Product B

6.1.3 NXP Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.1.4 Main Business/Business Overview

### 6.2 Microchip Technology

6.2.1 Company Basic Information, Manufacturing Base and Competitors

6.2.2 Embedded Microcontroller Unit Product Category, Application and Specification

6.2.2.1 Product A

6.2.2.2 Product B

6.2.3 Microchip Technology Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.2.4 Main Business/Business Overview

### 6.3 Atmel Corporation

6.3.1 Company Basic Information, Manufacturing Base and Competitors

6.3.2 Embedded Microcontroller Unit Product Category, Application and Specification

6.3.2.1 Product A

6.3.2.2 Product B

6.3.3 Atmel Corporation Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.3.4 Main Business/Business Overview

### 6.4 Texas Instruments

6.4.1 Company Basic Information, Manufacturing Base and Competitors

6.4.2 Embedded Microcontroller Unit Product Category, Application and Specification

6.4.2.1 Product A

6.4.2.2 Product B

6.4.3 Texas Instruments Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.4.4 Main Business/Business Overview

6.5 Cypress Semiconductor

6.5.1 Company Basic Information, Manufacturing Base and Competitors

6.5.2 Embedded Microcontroller Unit Product Category, Application and Specification

6.5.2.1 Product A

6.5.2.2 Product B

6.5.3 Cypress Semiconductor Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

6.5.4 Main Business/Business Overview

## **7 EMBEDDED MICROCONTROLLER UNIT MANUFACTURING COST ANALYSIS**

7.1 Embedded Microcontroller Unit Key Raw Materials Analysis

7.1.1 Key Raw Materials

7.1.2 Price Trend of Key Raw Materials

7.1.3 Key Suppliers of Raw Materials

7.1.4 Market Concentration Rate of Raw Materials

7.2 Proportion of Manufacturing Cost Structure

7.2.1 Raw Materials

7.2.2 Labor Cost

7.2.3 Manufacturing Expenses

7.3 Manufacturing Process Analysis of Embedded Microcontroller Unit

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

8.1 Embedded Microcontroller Unit Industrial Chain Analysis

8.2 Upstream Raw Materials Sourcing

8.3 Raw Materials Sources of Embedded Microcontroller Unit Major Manufacturers in 2016

8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

9.1 Marketing Channel

9.1.1 Direct Marketing

9.1.2 Indirect Marketing

9.1.3 Marketing Channel Development Trend

9.2 Market Positioning

9.2.1 Pricing Strategy

- 9.2.2 Brand Strategy
- 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 CHINA EMBEDDED MICROCONTROLLER UNIT MARKET SIZE (SALES AND REVENUE) FORECAST (2017-2022)**

- 11.1 China Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD) Forecast (2017-2022)
- 11.2 China Embedded Microcontroller Unit Sales (K Units) Forecast by Type (2017-2022)
- 11.3 China Embedded Microcontroller Unit Sales (K Units) Forecast by Application (2017-2022)
- 11.4 China Embedded Microcontroller Unit Sales (K Units) Forecast by Region (2017-2022)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 METHODOLOGY AND DATA SOURCE**

- 13.1 Methodology/Research Approach
  - 13.1.1 Research Programs/Design
  - 13.1.2 Market Size Estimation
  - 13.1.3 Market Breakdown and Data Triangulation
- 13.2 Data Source
  - 13.2.1 Secondary Sources
  - 13.2.2 Primary Sources
- 13.3 Disclaimer
- 13.4 Author List

The report requires updating with new data and is sent in 2-3 business days after order is placed.



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Global and China Market Size (Million USD) Comparison (2012-2022)  
Table Embedded Microcontroller Unit Sales (K Units) and Revenue (Million USD)  
Market Split by Product Type  
Table Embedded Microcontroller Unit Sales (K Units) by Application (2016-2022)  
Figure Product Picture of Embedded Microcontroller Unit  
Table China Embedded Microcontroller Unit Sales (K Units) and Growth Rate (%)  
Comparison by Types (Product Category) (2012-2022)  
Figure China Embedded Microcontroller Unit Sales Volume Market Share by Types in  
2016  
Figure Harvard Type Product Picture  
Figure Von Neumann Type Product Picture  
Figure China Embedded Microcontroller Unit Sales (K Units) Comparison by Application  
(2012-2022)  
Figure China Sales Market Share (%) of Embedded Microcontroller Unit by Application  
in 2016  
Figure Electronics Examples  
Table Key Downstream Customer in Electronics  
Figure Aerospace Examples  
Table Key Downstream Customer in Aerospace  
Figure Automotive Examples  
Table Key Downstream Customer in Automotive  
Figure Others Examples  
Table Key Downstream Customer in Others  
Figure South China Embedded Microcontroller Unit Revenue (Million USD) and Growth  
Rate (2012-2022)  
Figure East China Embedded Microcontroller Unit Revenue (Million USD) and Growth  
Rate (2012-2022)  
Figure Southwest China Embedded Microcontroller Unit Revenue (Million USD) and  
Growth Rate (2012-2022)  
Figure Northeast China Embedded Microcontroller Unit Revenue (Million USD) and  
Growth Rate (2012-2022)  
Figure North China Embedded Microcontroller Unit Revenue (Million USD) and Growth  
Rate (2012-2022)  
Figure Central China Embedded Microcontroller Unit Revenue (Million USD) and  
Growth Rate (2012-2022)

Figure China Embedded Microcontroller Unit Sales (K Units) and Growth Rate (%) (2012-2022)

Figure China Embedded Microcontroller Unit Revenue (Million USD) and Growth Rate (%) (2012-2022)

Table China Embedded Microcontroller Unit Sales of Key Players/Manufacturers (2012-2017)

Table China Embedded Microcontroller Unit Sales Share (%) by Players/Manufacturers (2012-2017)

Figure 2016 China Embedded Microcontroller Unit Sales Share (%) by Players/Manufacturers

Figure 2017 China Embedded Microcontroller Unit Sales Share (%) by Players/Manufacturers

Table China Embedded Microcontroller Unit Revenue by Players/Manufacturers (2012-2017)

Table China Embedded Microcontroller Unit Revenue Market Share (%) by Players/Manufacturers (2012-2017)

Figure 2016 China Embedded Microcontroller Unit Revenue Market Share (%) by Players/Manufacturers

Figure 2017 China Embedded Microcontroller Unit Revenue Market Share (%) by Players/Manufacturers

Table China Market Embedded Microcontroller Unit Average Price of Key Players/Manufacturers (2012-2017)

Figure China Market Embedded Microcontroller Unit Average Price of Key Players/Manufacturers in 2016

Figure China Embedded Microcontroller Unit Market Share of Top 3 Players/Manufacturers

Figure China Embedded Microcontroller Unit Market Share of Top 5 Players/Manufacturers

Table China Players/Manufacturers Embedded Microcontroller Unit Manufacturing Base Distribution and Sales Area

Table China Players/Manufacturers Embedded Microcontroller Unit Product Category

Table China Embedded Microcontroller Unit Sales (K Units) by Regions (2012-2017)

Table China Embedded Microcontroller Unit Sales Share (%) by Regions (2012-2017)

Figure China Embedded Microcontroller Unit Sales Share (%) by Regions (2012-2017)

Figure China Embedded Microcontroller Unit Sales Market Share (%) by Regions in 2016

Table China Embedded Microcontroller Unit Revenue (Million USD) and Market Share by Regions (2012-2017)

Table China Embedded Microcontroller Unit Revenue Market Share (%) by Regions

(2012-2017)

Figure China Embedded Microcontroller Unit Revenue Market Share (%) by Regions (2012-2017)

Figure China Embedded Microcontroller Unit Revenue Market Share (%) by Regions in 2016

Table China Embedded Microcontroller Unit Price (USD/Unit) by Regions (2012-2017)

Table China Embedded Microcontroller Unit Sales (K Units) by Type (2012-2017)

Table China Embedded Microcontroller Unit Sales Share (%) by Type (2012-2017)

Figure China Embedded Microcontroller Unit Sales Share (%) by Type (2012-2017)

Figure China Embedded Microcontroller Unit Sales Market Share (%) by Type in 2016

Table China Embedded Microcontroller Unit Revenue (Million USD) and Market Share by Type (2012-2017)

Table China Embedded Microcontroller Unit Revenue Market Share (%) by Type (2012-2017)

Figure Revenue Market Share of Embedded Microcontroller Unit by Type (2012-2017)

Figure Revenue Market Share of Embedded Microcontroller Unit by Type in 2016

Table China Embedded Microcontroller Unit Price (USD/Unit) by Types (2012-2017)

Figure China Embedded Microcontroller Unit Sales Growth Rate (%) by Type (2012-2017)

Table China Embedded Microcontroller Unit Sales (K Units) by Applications (2012-2017)

Table China Embedded Microcontroller Unit Sales Market Share (%) by Applications (2012-2017)

Figure China Embedded Microcontroller Unit Sales Market Share (%) by Application (2012-2017)

Figure China Embedded Microcontroller Unit Sales Market Share (%) by Application in 2016

Table China Embedded Microcontroller Unit Sales Growth Rate (%) by Application (2012-2017)

Figure China Embedded Microcontroller Unit Sales Growth Rate (%) by Application (2012-2017)

Table NXP Embedded Microcontroller Unit Basic Information List

Table NXP Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure NXP Embedded Microcontroller Unit Sales (K Units) and Growth Rate (%) (2012-2017)

Figure NXP Embedded Microcontroller Unit Sales Market Share (%) in China (2012-2017)

Figure NXP Embedded Microcontroller Unit Revenue Market Share (%) in China

(2012-2017)

Table Microchip Technology Embedded Microcontroller Unit Basic Information List

Table Microchip Technology Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure Microchip Technology Embedded Microcontroller Unit Sales (K Units) and Growth Rate (%) (2012-2017)

Figure Microchip Technology Embedded Microcontroller Unit Sales Market Share (%) in China (2012-2017)

Figure Microchip Technology Embedded Microcontroller Unit Revenue Market Share (%) in China (2012-2017)

Table Atmel Corporation Embedded Microcontroller Unit Basic Information List

Table Atmel Corporation Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure Atmel Corporation Embedded Microcontroller Unit Sales (K Units) and Growth Rate (%) (2012-2017)

Figure Atmel Corporation Embedded Microcontroller Unit Sales Market Share (%) in China (2012-2017)

Figure Atmel Corporation Embedded Microcontroller Unit Revenue Market Share (%) in China (2012-2017)

Table Texas Instruments Embedded Microcontroller Unit Basic Information List

Table Texas Instruments Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure Texas Instruments Embedded Microcontroller Unit Sales (K Units) and Growth Rate (%) (2012-2017)

Figure Texas Instruments Embedded Microcontroller Unit Sales Market Share (%) in China (2012-2017)

Figure Texas Instruments Embedded Microcontroller Unit Revenue Market Share (%) in China (2012-2017)

Table Cypress Semiconductor Embedded Microcontroller Unit Basic Information List

Table Cypress Semiconductor Embedded Microcontroller Unit Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%) (2012-2017)

Figure Cypress Semiconductor Embedded Microcontroller Unit Sales (K Units) and Growth Rate (%) (2012-2017)

Figure Cypress Semiconductor Embedded Microcontroller Unit Sales Market Share (%) in China (2012-2017)

Figure Cypress Semiconductor Embedded Microcontroller Unit Revenue Market Share (%) in China (2012-2017)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Embedded Microcontroller Unit

Figure Manufacturing Process Analysis of Embedded Microcontroller Unit

Figure Embedded Microcontroller Unit Industrial Chain Analysis

Table Raw Materials Sources of Embedded Microcontroller Unit Major  
Players/Manufacturers in 2016

Table Major Buyers of Embedded Microcontroller Unit

Table Distributors/Traders List

Figure China Embedded Microcontroller Unit Sales (K Units) and Growth Rate (%)  
Forecast (2017-2022)

Figure China Embedded Microcontroller Unit Revenue (Million USD) and Growth Rate  
Forecast (2017-2022)

Figure China Embedded Microcontroller Unit Price (USD/Unit) Trend Forecast  
(2017-2022)

Table China Embedded Microcontroller Unit Sales (K Units) Forecast by Type  
(2017-2022)

Figure China Embedded Microcontroller Unit Sales (K Units) Forecast by Type  
(2017-2022)

Figure China Embedded Microcontroller Unit Sales Volume Market Share Forecast by  
Type in 2022

Table China Embedded Microcontroller Unit Sales (K Units) Forecast by Application  
(2017-2022)

Figure China Embedded Microcontroller Unit Sales Volume Market Share Forecast by  
Application (2017-2022)

Figure China Embedded Microcontroller Unit Sales Volume Market Share Forecast by  
Application in 2022

Table China Embedded Microcontroller Unit Sales (K Units) Forecast by Regions  
(2017-2022)

Table China Embedded Microcontroller Unit Sales Volume Share Forecast by Regions  
(2017-2022)

Figure China Embedded Microcontroller Unit Sales Volume Share Forecast by Regions  
(2017-2022)

Figure China Embedded Microcontroller Unit Sales Volume Share Forecast by Regions  
in 2022

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources

## I would like to order

Product name: China Embedded Microcontroller Unit Market Research Report 2017

Product link: <https://marketpublishers.com/r/C996A8DD446EN.html>

Price: US\$ 3,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C996A8DD446EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970