

China MCU Market Research Report 2017

<https://marketpublishers.com/r/CEDB802A8DAEN.html>

Date: December 2017

Pages: 116

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

ID: CEDB802A8DAEN

Abstracts

The global MCU 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 MCU development status and future trend in China, focuses on top players in China, also splits MCU 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

Renesas Electronics

Freescale Semiconductor,

Microchip

ST

Atmel

NXP

Infineon Tech

TI

Toshiba

Spansion

Maxim

Nuvoton

Sinowealth

Sonix

Holtek

Elan

Sunplus

Megawin

Silan

Actions

Sigma Micro

CR Microelectronics

Novatek

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 (Units), revenue (Million USD), product price (K USD/Unit), market share and growth rate of each type, primarily split into

8b type

16b type

32b type

Other type

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

Consumer&Portable Electronics Application

Automotive&Transportation Application

Industrial Application

Medical Application

Other Applications

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

Contents

China MCU Market Research Report 2017

1 MCU OVERVIEW

- 1.1 Product Overview and Scope of MCU
- 1.2 Classification of MCU by Product Category
 - 1.2.1 China MCU Sales (Units) Comparison by Type (2012-2022)
 - 1.2.2 China MCU Sales (Units) Market Share by Type in 2016
 - 1.2.3 8b type
 - 1.2.4 16b type
 - 1.2.5 32b type
 - 1.2.6 Other type
- 1.3 China MCU Market by Application/End Users
 - 1.3.1 China MCU Sales (Units) and Market Share Comparison by Applications (2012-2022)
 - 1.3.2 Consumer&Portable Electronics Application
 - 1.3.3 Automotive&Transportation Application
 - 1.3.4 Industrial Application
 - 1.3.5 Medical Application
 - 1.3.6 Other Applications
- 1.4 China MCU Market by Region
 - 1.4.1 China MCU Market Size (Million USD) Comparison by Region (2012-2022)
 - 1.4.2 South China MCU Status and Prospect (2012-2022)
 - 1.4.3 East China MCU Status and Prospect (2012-2022)
 - 1.4.4 Southwest China MCU Status and Prospect (2012-2022)
 - 1.4.5 Northeast China MCU Status and Prospect (2012-2022)
 - 1.4.6 North China MCU Status and Prospect (2012-2022)
 - 1.4.7 Central China MCU Status and Prospect (2012-2022)
- 1.5 China Market Size (Sales and Revenue) of MCU (2012-2022)
 - 1.5.1 China MCU Sales (Units) and Growth Rate (%) (2012-2022)
 - 1.5.2 China MCU Revenue (Million USD) and Growth Rate (%) (2012-2022)

2 CHINA MCU MARKET COMPETITION BY PLAYERS/MANUFACTURERS

- 2.1 China MCU Sales and Market Share of Key Players/Manufacturers (2012-2017)
- 2.2 China MCU Revenue and Share by Players/Manufacturers (2012-2017)
- 2.3 China MCU Average Price (K USD/Unit) by Players/Manufacturers (2012-2017)

2.4 China MCU Market Competitive Situation and Trends

2.4.1 China MCU Market Concentration Rate

2.4.2 China MCU Market Share of Top 3 and Top 5 Players/Manufacturers

2.4.3 Mergers & Acquisitions, Expansion in China Market

2.5 China Players/Manufacturers MCU Manufacturing Base Distribution, Sales Area, Product Types

3 CHINA MCU SALES AND REVENUE BY REGION (2012-2017)

3.1 China MCU Sales (Units) and Market Share by Region (2012-2017)

3.2 China MCU Revenue (Million USD) and Market Share by Region (2012-2017)

3.3 China MCU Price (K USD/Unit) by Regions (2012-2017)

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

4.1 China MCU Sales (Units) and Market Share by Type/ Product Category (2012-2017)

4.2 China MCU Revenue (Million USD) and Market Share by Type (2012-2017)

4.3 China MCU Price (K USD/Unit) by Type (2012-2017)

4.4 China MCU Sales Growth Rate (%) by Type (2012-2017)

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

5.1 China MCU Sales (Units) and Market Share by Application (2012-2017)

5.2 China MCU Sales Growth Rate (%) by Application (2012-2017)

5.3 Market Drivers and Opportunities

6 CHINA MCU PLAYERS/SUPPLIERS PROFILES AND SALES DATA

6.1 Renesas Electronics

6.1.1 Company Basic Information, Manufacturing Base and Competitors

6.1.2 MCU Product Category, Application and Specification

6.1.2.1 Product A

6.1.2.2 Product B

6.1.3 Renesas Electronics MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)

6.1.4 Main Business/Business Overview

6.2 Freescale Semiconductor,

6.2.1 Company Basic Information, Manufacturing Base and Competitors

- 6.2.2 MCU Product Category, Application and Specification
 - 6.2.2.1 Product A
 - 6.2.2.2 Product B
- 6.2.3 Freescale Semiconductor, MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
- 6.2.4 Main Business/Business Overview
- 6.3 Microchip
 - 6.3.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.3.2 MCU Product Category, Application and Specification
 - 6.3.2.1 Product A
 - 6.3.2.2 Product B
 - 6.3.3 Microchip MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
 - 6.3.4 Main Business/Business Overview
- 6.4 ST
 - 6.4.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.4.2 MCU Product Category, Application and Specification
 - 6.4.2.1 Product A
 - 6.4.2.2 Product B
 - 6.4.3 ST MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
 - 6.4.4 Main Business/Business Overview
- 6.5 Atmel
 - 6.5.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.5.2 MCU Product Category, Application and Specification
 - 6.5.2.1 Product A
 - 6.5.2.2 Product B
 - 6.5.3 Atmel MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
 - 6.5.4 Main Business/Business Overview
- 6.6 NXP
 - 6.6.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.6.2 MCU Product Category, Application and Specification
 - 6.6.2.1 Product A
 - 6.6.2.2 Product B
 - 6.6.3 NXP MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
 - 6.6.4 Main Business/Business Overview
- 6.7 Infineon Tech

- 6.7.1 Company Basic Information, Manufacturing Base and Competitors
- 6.7.2 MCU Product Category, Application and Specification
 - 6.7.2.1 Product A
 - 6.7.2.2 Product B
- 6.7.3 Infineon Tech MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
- 6.7.4 Main Business/Business Overview
- 6.8 TI
 - 6.8.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.8.2 MCU Product Category, Application and Specification
 - 6.8.2.1 Product A
 - 6.8.2.2 Product B
 - 6.8.3 TI MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
 - 6.8.4 Main Business/Business Overview
- 6.9 Toshiba
 - 6.9.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.9.2 MCU Product Category, Application and Specification
 - 6.9.2.1 Product A
 - 6.9.2.2 Product B
 - 6.9.3 Toshiba MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
 - 6.9.4 Main Business/Business Overview
- 6.10 Spansion
 - 6.10.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.10.2 MCU Product Category, Application and Specification
 - 6.10.2.1 Product A
 - 6.10.2.2 Product B
 - 6.10.3 Spansion MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
 - 6.10.4 Main Business/Business Overview
- 6.11 Maxim
- 6.12 Nuvoton
- 6.13 Sinowealth
- 6.14 Sonix
- 6.15 Holtek
- 6.16 Elan
- 6.17 Sunplus
- 6.18 Megawin

- 6.19 Silan
- 6.20 Actions
- 6.21 Sigma Micro
- 6.22 CR Microelectronics
- 6.23 Novatek

7 MCU MANUFACTURING COST ANALYSIS

- 7.1 MCU 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 MCU

8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 MCU Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of MCU 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 MCU MARKET SIZE (SALES AND REVENUE) FORECAST (2017-2022)

11.1 China MCU Sales (Units), Revenue (Million USD) Forecast (2017-2022)

11.2 China MCU Sales (Units) Forecast by Type (2017-2022)

11.3 China MCU Sales (Units) Forecast by Application (2017-2022)

11.4 China MCU Sales (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 MCU Sales (Units) and Revenue (Million USD) Market Split by Product Type
Table MCU Sales (Units) by Application (2016-2022)
Figure Product Picture of MCU
Table China MCU Sales (Units) and Growth Rate (%) Comparison by Types (Product Category) (2012-2022)
Figure China MCU Sales Volume Market Share by Types in 2016
Figure 8b type Product Picture
Figure 16b type Product Picture
Figure 32b type Product Picture
Figure Other type Product Picture
Figure China MCU Sales (Units) Comparison by Application (2012-2022)
Figure China Sales Market Share (%) of MCU by Application in 2016
Figure Consumer&Portable Electronics Application Examples
Table Key Downstream Customer in Consumer&Portable Electronics Application
Figure Automotive&Transportation Application Examples
Table Key Downstream Customer in Automotive&Transportation Application
Figure Industrial Application Examples
Table Key Downstream Customer in Industrial Application
Figure Medical Application Examples
Table Key Downstream Customer in Medical Application
Figure Other Applications Examples
Table Key Downstream Customer in Other Applications
Figure South China MCU Revenue (Million USD) and Growth Rate (2012-2022)
Figure East China MCU Revenue (Million USD) and Growth Rate (2012-2022)
Figure Southwest China MCU Revenue (Million USD) and Growth Rate (2012-2022)
Figure Northeast China MCU Revenue (Million USD) and Growth Rate (2012-2022)
Figure North China MCU Revenue (Million USD) and Growth Rate (2012-2022)
Figure Central China MCU Revenue (Million USD) and Growth Rate (2012-2022)
Figure China MCU Sales (Units) and Growth Rate (%) (2012-2022)
Figure China MCU Revenue (Million USD) and Growth Rate (%) (2012-2022)
Table China MCU Sales of Key Players/Manufacturers (2012-2017)
Table China MCU Sales Share (%) by Players/Manufacturers (2012-2017)
Figure 2016 China MCU Sales Share (%) by Players/Manufacturers
Figure 2017 China MCU Sales Share (%) by Players/Manufacturers

Table China MCU Revenue by Players/Manufacturers (2012-2017)
Table China MCU Revenue Market Share (%) by Players/Manufacturers (2012-2017)
Figure 2016 China MCU Revenue Market Share (%) by Players/Manufacturers
Figure 2017 China MCU Revenue Market Share (%) by Players/Manufacturers
Table China Market MCU Average Price of Key Players/Manufacturers (2012-2017)
Figure China Market MCU Average Price of Key Players/Manufacturers in 2016
Figure China MCU Market Share of Top 3 Players/Manufacturers
Figure China MCU Market Share of Top 5 Players/Manufacturers
Table China Players/Manufacturers MCU Manufacturing Base Distribution and Sales Area
Table China Players/Manufacturers MCU Product Category
Table China MCU Sales (Units) by Regions (2012-2017)
Table China MCU Sales Share (%) by Regions (2012-2017)
Figure China MCU Sales Share (%) by Regions (2012-2017)
Figure China MCU Sales Market Share (%) by Regions in 2016
Table China MCU Revenue (Million USD) and Market Share by Regions (2012-2017)
Table China MCU Revenue Market Share (%) by Regions (2012-2017)
Figure China MCU Revenue Market Share (%) by Regions (2012-2017)
Figure China MCU Revenue Market Share (%) by Regions in 2016
Table China MCU Price (K USD/Unit) by Regions (2012-2017)
Table China MCU Sales (Units) by Type (2012-2017)
Table China MCU Sales Share (%) by Type (2012-2017)
Figure China MCU Sales Share (%) by Type (2012-2017)
Figure China MCU Sales Market Share (%) by Type in 2016
Table China MCU Revenue (Million USD) and Market Share by Type (2012-2017)
Table China MCU Revenue Market Share (%) by Type (2012-2017)
Figure Revenue Market Share of MCU by Type (2012-2017)
Figure Revenue Market Share of MCU by Type in 2016
Table China MCU Price (K USD/Unit) by Types (2012-2017)
Figure China MCU Sales Growth Rate (%) by Type (2012-2017)
Table China MCU Sales (Units) by Applications (2012-2017)
Table China MCU Sales Market Share (%) by Applications (2012-2017)
Figure China MCU Sales Market Share (%) by Application (2012-2017)
Figure China MCU Sales Market Share (%) by Application in 2016
Table China MCU Sales Growth Rate (%) by Application (2012-2017)
Figure China MCU Sales Growth Rate (%) by Application (2012-2017)
Table Renesas Electronics MCU Basic Information List
Table Renesas Electronics MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)

Figure Renesas Electronics MCU Sales (Units) and Growth Rate (%) (2012-2017)

Figure Renesas Electronics MCU Sales Market Share (%) in China (2012-2017)

Figure Renesas Electronics MCU Revenue Market Share (%) in China (2012-2017)

Table Freescale Semiconductor, MCU Basic Information List

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

Figure Freescale Semiconductor, MCU Sales (Units) and Growth Rate (%) (2012-2017)

Figure Freescale Semiconductor, MCU Sales Market Share (%) in China (2012-2017)

Figure Freescale Semiconductor, MCU Revenue Market Share (%) in China (2012-2017)

Table Microchip MCU Basic Information List

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

Figure Microchip MCU Sales (Units) and Growth Rate (%) (2012-2017)

Figure Microchip MCU Sales Market Share (%) in China (2012-2017)

Figure Microchip MCU Revenue Market Share (%) in China (2012-2017)

Table ST MCU Basic Information List

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

Figure ST MCU Sales (Units) and Growth Rate (%) (2012-2017)

Figure ST MCU Sales Market Share (%) in China (2012-2017)

Figure ST MCU Revenue Market Share (%) in China (2012-2017)

Table Atmel MCU Basic Information List

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

Figure Atmel MCU Sales (Units) and Growth Rate (%) (2012-2017)

Figure Atmel MCU Sales Market Share (%) in China (2012-2017)

Figure Atmel MCU Revenue Market Share (%) in China (2012-2017)

Table NXP MCU Basic Information List

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

Figure NXP MCU Sales (Units) and Growth Rate (%) (2012-2017)

Figure NXP MCU Sales Market Share (%) in China (2012-2017)

Figure NXP MCU Revenue Market Share (%) in China (2012-2017)

Table Infineon Tech MCU Basic Information List

Table Infineon Tech MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)

Figure Infineon Tech MCU Sales (Units) and Growth Rate (%) (2012-2017)

Figure Infineon Tech MCU Sales Market Share (%) in China (2012-2017)

Figure Infineon Tech MCU Revenue Market Share (%) in China (2012-2017)
Table TI MCU Basic Information List
Table TI MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
Figure TI MCU Sales (Units) and Growth Rate (%) (2012-2017)
Figure TI MCU Sales Market Share (%) in China (2012-2017)
Figure TI MCU Revenue Market Share (%) in China (2012-2017)
Table Toshiba MCU Basic Information List
Table Toshiba MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
Figure Toshiba MCU Sales (Units) and Growth Rate (%) (2012-2017)
Figure Toshiba MCU Sales Market Share (%) in China (2012-2017)
Figure Toshiba MCU Revenue Market Share (%) in China (2012-2017)
Table Spansion MCU Basic Information List
Table Spansion MCU Sales (Units), Revenue (Million USD), Price (K USD/Unit) and Gross Margin (%) (2012-2017)
Figure Spansion MCU Sales (Units) and Growth Rate (%) (2012-2017)
Figure Spansion MCU Sales Market Share (%) in China (2012-2017)
Figure Spansion MCU Revenue Market Share (%) in China (2012-2017)
Table Maxim MCU Basic Information List
Table Nuvoton MCU Basic Information List
Table Sinowealth MCU Basic Information List
Table Sonix MCU Basic Information List
Table Holtek MCU Basic Information List
Table Elan MCU Basic Information List
Table Sunplus MCU Basic Information List
Table Megawin MCU Basic Information List
Table Silan MCU Basic Information List
Table Actions MCU Basic Information List
Table Sigma Micro MCU Basic Information List
Table CR Microelectronics MCU Basic Information List
Table Novatek MCU Basic Information List
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 MCU
Figure Manufacturing Process Analysis of MCU
Figure MCU Industrial Chain Analysis
Table Raw Materials Sources of MCU Major Players/Manufacturers in 2016

Table Major Buyers of MCU
Table Distributors/Traders List
Figure China MCU Sales (Units) and Growth Rate (%) Forecast (2017-2022)
Figure China MCU Revenue (Million USD) and Growth Rate Forecast (2017-2022)
Figure China MCU Price (K USD/Unit) Trend Forecast (2017-2022)
Table China MCU Sales (Units) Forecast by Type (2017-2022)
Figure China MCU Sales (Units) Forecast by Type (2017-2022)
Figure China MCU Sales Volume Market Share Forecast by Type in 2022
Table China MCU Sales (Units) Forecast by Application (2017-2022)
Figure China MCU Sales Volume Market Share Forecast by Application (2017-2022)
Figure China MCU Sales Volume Market Share Forecast by Application in 2022
Table China MCU Sales (Units) Forecast by Regions (2017-2022)
Table China MCU Sales Volume Share Forecast by Regions (2017-2022)
Figure China MCU Sales Volume Share Forecast by Regions (2017-2022)
Figure China MCU 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 MCU Market Research Report 2017

Product link: <https://marketpublishers.com/r/CEDB802A8DAEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CEDB802A8DAEN.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