

RESEARCH BULLETIN

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26 of 33 IC Products Forecast to Demonstrate Positive Growth in 2020

Number of IC categories with expected sales growth in 2020 represents a big reversal from only six growth segments in 2019.

IC Insights recently released the 2020 edition of *The McClean Report*. The new analysis and forecast of the IC industry includes IC Insights' 2020 ranking of sales growth rates for each of the 33 IC product categories defined by the World Semiconductor Trade Statistics (WSTS) organization. The top-10 fastest growing IC segments for 2020 are shown in Figure 1.

MORE INFORMATION CONTACT

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After posting the two worst growth rates among all IC product categories in 2019, NAND flash and DRAM are forecast to be among the top three fastest-growing IC segments in 2020. It is worth noting that DRAM and NAND flash were the two largest IC markets in terms of sales volume in 2019 and are forecast to repeat as the two largest IC sales categories again in 2020.

Top-Growing IC Markets 2018-2020F (\$)

Rank	2018		2019		2020F	
1	DRAM	36%	Industrial/Other—Spcl Purpose Logic	37%	NAND Flash	19%
2	Auto—Spcl Purp Logic	23%	Auto—Spcl Purp Logic	17%	Auto—Spcl Purpose Logic	13%
3	Computer and Periph—Spcl Purp Logic	18%	Standard Cell	14%	DRAM	12%
4	Embedded MPUs	18%	Display Drivers	12%	Display Drivers	10%
5	Industrial/Other—App-Specific Analog	18%	Embedded MPUs	9%	Embedded MPUs	10%
6	EEPROM/ROM/EPROM/Other	16%	PLDs	5%	32-bit MCU	9%
7	Computer—App-Specific Analog	14%	—	-	Industrial/Other—Spcl Purpose Logic	9%
8	Consumer—Spcl Purp Logic	14%	—	-	Standard Cell	8%
9	Power Management Analog	13%	—	-	Auto—App-Specific Analog	7%
10	Wireless Comm—App-Specific Analog	13%	—	-	PLDs	7%
					Wireless Comm—App-Specific Analog	7%

Source: IC Insights

Figure 1

Sales growth in eight categories is expected to increase by 8% or more, which is IC Insights' forecast growth rate for the total IC market in 2020. Two product categories—Automotive-Special Purpose Logic and Embedded MPUs—appear on the top-growth list all three years, as shown in Figure 1.

Figure 2 shows the distribution of growth rates for the 33 IC product categories in 2019 and IC Insights' forecast for 2020. A total of 26 IC products are forecast to show growth in 2020, which is a very strong turnaround from 2019 when only six product categories had positive growth. In 2020, five products are expected to enjoy double-digit growth, an increase from four in 2019 but far from the 17 product categories with double-digit growth in 2018.

In 2020, only seven product categories are forecast show flat growth or a market decline compared to 27 product segments in 2019.

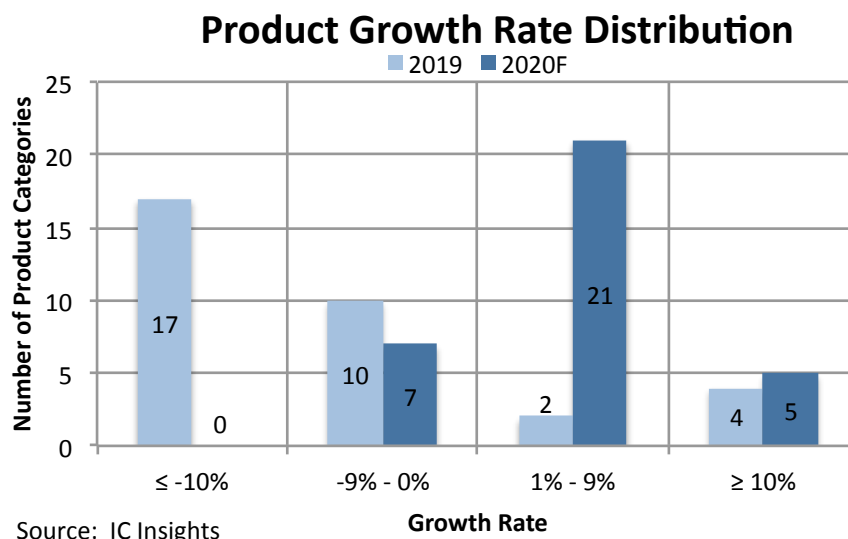


Figure 2

Report Details: *The 2020 McClean Report*

Additional details on semiconductor and IC market forecasts and trends are provided in the 2020 edition of *The McClean Report—A Complete Analysis and Forecast of the Integrated Circuit Industry*. A subscription to *The McClean Report* includes **free** monthly updates from March through November (including a 200+ page *Mid-Year Update*), and **free** access to subscriber-only webinars throughout the year. An individual-user license to the 2020 edition of *The McClean Report* is priced at \$4,990 and includes an Internet access password. A multi-user worldwide corporate license is available for \$7,990.

As part of your 2020 subscription, you are entitled to free attendance at a *McClean Report* half-day seminar (one seat for each copy purchased; company-wide licensees receive five free seats). The remaining schedule for this year's *McClean Report* seminar tour is shown below.

Thursday, January 23, 2020 — San Jose, California
Tuesday, January 28, 2020 — Boston, Massachusetts

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About IC Insights

IC Insights, Inc., based in Scottsdale, Arizona USA, is dedicated to providing high-quality, cost-effective market research for the semiconductor industry. Founded in 1997, IC Insights offers coverage of global economic trends, the semiconductor market forecast, capital spending and fab capacity trends, product market details, and technology trends, as well as complete IC company profiles and evaluations of end-use applications driving demand for ICs.

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