

## **Global Application Specific Consumer Analog Integrated Circuit - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Global Application Specific Consumer Analog Integrated Circuit Market is expected to register a CAGR of 5.6% during the forecast period.

#### Key Highlights

- The advantages of application-specific analog integrated circuits include decreased BOM (bill-of-materials), enhanced performance, better functionality, lesser power consumption, improved security, reduced size and weight, better yields, enhanced IP protection, decreased test and assembly costs, and better reliability.
- The mass-production abilities of manufacturers are key to the evolution of the application-specific consumer analog integrated circuit market. Despite their encouraging applications, costs remain a fundamental barrier to growth for small players, as end-user industries continue to demand high-volume manufacturing.
- The players in the market are responding to this by shortening product cycles concerning product development of niche specialties. This nature of manufacturing is also anticipated to play a vital role in expanding the studied market.
- Further, in Q1 of 2020, the COVID-19 outbreak severely impacted the inventory levels for the consumer analog IC vendors and distribution channels. However, as the supply chain gradually recovered in the Q2 of 2020, and as various governments enabled fiscal policies to strengthen the economy, the IC sector also gained momentum. These factors, combined with the rise of the stay-at-home economy, led to an increased restocking demand from downstream clients, providing a boost to Consumer analog IC revenue. For instance, in 2020, mobile phones and semiconductor products exports from South Korea to China rose by 7.3% and 1.7%, while exports of Consumer Analog IC for computers and peripherals to the US rose by about 25.8% and 95.9%, respectively.
- Additionally, various technological breakthroughs, such as integrating connected devices with the Internet of Things (IoT), cloud computing, and artificial intelligence (AI), are also driving the market.

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## Application Specific Consumer Analog Integrated Circuit Market Trends

### The Increasing Penetration of Consumer Electronics Would boost the Market Growth

- With the rapidly increasing demand for advanced consumer electronics, coupled with the high adoption of smartphones in the entertainment and gaming sector, the industry is anticipated to witness a significant growth rate during the forecast period. The surging demand for devices such as phablet has also played a crucial role in the demand for the next-generation smartphones across the nations.
- Analog integrated circuits and reference designs enable users to create next-generation smartphone designs. From industry power management and battery management technology to new smart amp technology that provides perfect sound quality, analog, and embedded products will provide customers get to market faster.
- For instance, in May 2021, Motorola announced a partnership with Guru Wireless to introduce remote wireless charging technology for smartphones to eliminate the need for consumers to use charging cables and charging pads. Furthermore, the wrist Smartphone is also expected to gain more traction as users do not have to use another connected device such as the smartwatch to perform various tasks such as quick class, and navigation, among others. For instance, Nubia Alpha offers a 4-inch wrist smartphone with an OLED display for consumers to pass voice commands, text, call, and navigate, among others, without the hassle of carrying a separate smartphone and a connected smartwatch for quick accessibility.
- The 5G technology is expected to act as one of the major factors providing the OEMs with opportunities to expand their market presence, thereby fostering growth in the future. According to a study by Ericsson, the global 5G subscriptions are expected to reach 3.5 billion by 2026, and the global demand and investment in technology and infrastructure are also expected to gain traction. Such trends are expected to act as major drivers for the growth of the smartphone market in the future.
- In March 2021, at a virtual event themed 'Featuring You,' OPPO announced the regional launch of its new, first-ever, all-5G Reno5 series comprising Reno5 Pro 5G, Reno5 5G, and Reno5 Z smartphones. It is equipped to deliver significantly good portrait videography and photography and superior video quality to capture every memory. Such product developments may create an opportunity for the studied market.

### The Asia-Pacific Region is Expected to Witness a High Market Growth

- The economic conditions of Asia-Pacific have improved as a result of rapid urbanization and industrialization. India, China, and South Korea, a few rapidly growing economies in the region, exhibited a significant improvement in their economies and overall GDP growth in the past decade. This has resulted in a surge in spending on high-end goods and advanced technology.
- The proliferation of low-cost smartphone devices and dropping service plan costs are two key reasons driving consumer electronics market growth, especially smartphone adoption across the Asia Pacific. For instance, according to the Ministry of Industry and Information Technology, In 2021, there were around 116 mobile phone subscriptions per one hundred inhabitants in China, an increase from 112 mobile phone subscriptions per one hundred inhabitants in 2020.
- Further, according to The Mobile Economy Asia Pacific 2021, published by The Mobile Economy Asia Pacific 2021, By the end of 2020, 1.6 billion people subscribed to mobile services, representing nearly 60% of the region's population. There would be almost 200 million new subscribers by 2025, taking the total number of subscribers to 1.8 billion (62% of the region's population). Much of the growth is predicted to come from South Asia, with India accounting for more than half of new subscribers by 2025.
- Further, due to the advent of digitization, several countries in the Asia Pacific are witnessing a spike in demand for smart devices. The existence of multiple high-performance smart TV manufacturers in the region, such as Samsung Electronics and Sony Corporation, is accelerating their adoption. These companies are launching new smart TVs in the Asia Pacific in response to the rising demand in the region.

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- For instance, in August 2021, Huawei launched its biggest smart TV yet in China. The 98-inch LCD Ultra HD 4K (3840 x 2160 pixels) display comes with a 120Hz refresh rate, AiMaxCinema support, and DCI-P3 color gamut. In the audio department, it offers support for DTS and Dolby dual decoding. Such developments provide lucrative opportunities for the proliferation of the studied market. Simultaneously, an increase in demand for cameras and wearables in the region is also driving the demand for the studied market.

#### Application Specific Consumer Analog Integrated Circuit Industry Overview

The global application-specific consumer analog integrated circuit market is a moderately fragmented market with the presence of major players like Texas Instruments Incorporated, Texas Instruments Incorporated, Texas Instruments Incorporated, STMicroelectronics, etc. The rapid technological advancements, high costs of research and development, and frequent changes in consumer preferences are expected to threaten the growth of the companies during the forecast period.

- February 2022 - Researchers at MIT developed an application-specific integrated circuit (ASIC) chip that can be implemented on the internet of things devices to defend against power-based side-channel attacks. The team's chip is based on a particular type of computation known as threshold computing. Rather than holding a neural network operating on actual data, the data is first to split into unique, random components. The network operates on the random components individually, in a random order, before accumulating the final result.

- June 2021 - Taiwan-based IC design houses reported that they are optimistic about their shipments for smartphone applications in the third quarter of 2021 due to the upcoming rollouts of new 5G-enabled models, particularly by Chinese brands. Most IC vendors expect their order volumes to increase by over 10% sequentially in the third quarter, and revenues of related vendors will also see significant increases as quotes for 5G chips are generally higher than those for 4G applications. The analog IC vendors also insisted that their shipment targets of 5G chips for 2021 remain unchanged as they expect global 5G phone shipments to grow exponentially in 2021 and 2022.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

#### Table of Contents:

##### 1 INTRODUCTION

###### 1.1 Study Assumption and Market Definition

###### 1.2 Scope of the Study

##### 2 RESEARCH METHODOLOGY

##### 3 EXECUTIVE SUMMARY

##### 4 MARKET INSIGHTS

###### 4.1 Market Overview

###### 4.2 Industry Attractiveness - Porter's Five Forces Analysis

###### 4.2.1 Bargaining Power Of Suppliers

###### 4.2.2 Bargaining Power Of Buyers

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- 4.2.3 Threat Of New Entrants
- 4.2.4 Threat Of Substitutes
- 4.2.5 Intensity Of Competitive Rivalry
- 4.3 Value Chain Analysis
- 4.4 Assessment of the Impact of Covid-19 on the Market
- 4.5 Technology Snapshot

## 5 MARKET DYNAMICS

- 5.1 Market Drivers
  - 5.1.1 Rising Penetration of consumer electronics (laptops, cameras, wearables, etc)
  - 5.1.2 Miniaturization of semiconductors
  - 5.1.3 Advancements in Internet of Things and Artificial Intelligence
- 5.2 Market Restraints
  - 5.2.1 Increasing Design Complexity of Application Specific Analog IC

## 6 MARKET SEGMENTATION (The segmentation comprises an in-depth coverage on the global revenue generated from the sale of application specific consumer analog ICs, along with the unit shipments.)

- 6.1 By Geography
  - 6.1.1 North America
  - 6.1.2 Asia-Pacific
    - 6.1.2.1 China
    - 6.1.2.2 South Korea
    - 6.1.2.3 Japan
    - 6.1.2.4 Taiwan
    - 6.1.2.5 Rest of APAC
  - 6.1.3 Europe
  - 6.1.4 Rest of the World

## 7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
  - 7.1.1 Texas Instruments Incorporated
  - 7.1.2 Analog Devices Inc.
  - 7.1.3 Infineon Technologies AG
  - 7.1.4 STMicroelectronics
  - 7.1.5 NXP Semiconductors
  - 7.1.6 Microchip Technology Inc.
  - 7.1.7 Onsemi
  - 7.1.8 Renesas Electronics Corporation
  - 7.1.9 Skywork Solutions Inc.
  - 7.1.10 Maxim Integrated Products Inc.

## 8 INVESTMENT ANALYSIS

## 9 FUTURE OUTLOOK

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