Test and Measurement Equipment Market in APAC 2015-2019

Description: Outlook of the test and measurement equipment market in APAC

The market research analyst predicts the test and measurement (T&M) equipment market in APAC to grow steadily at a CAGR of nearly 7% until 2019. Factors such as the rapid growth of the communication and semiconductor sectors and an increase in electronic manufacturing activities in APAC will fuel the demand for T&M equipment during the forecast period. Furthermore, with the augmented demand for T&M equipment across industries like semiconductor, electronics, aerospace and defense, communications, and automotive, the market for T&M equipment in APAC will have a positive outlook until the end of 2019.

In terms of region, China will be the largest market for T&M equipment during the forecast period. The rapid growth of the telecommunications industry in this region is a significant factor that will foster the prospects for growth in this market during the estimated period. Moreover, growing investments in the R&D of new products that cater to different end-user segments will result in this region's impressive CAGR of more than 9% until 2019.

Product-based segmentation of the T&M equipment market in APAC

- Wireless
- Semiconductor/automated
- Electronics

In this market study, analysts have estimated the semiconductor/automated test equipment segment to be the highest revenue generating market segment during the forecast period. Factors such as the increasing adoption of electronic components in automobiles, rising smartphone penetration, and the widespread miniaturization of devices will impel the demand for T&M equipment in this market segment until the end of 2019.

Segmentation by end user and analysis of the T&M equipment market in APAC

- Communication
- Computing and electronics
- Semiconductor
- Aerospace and defense

The market research analyst anticipates the communications segment to exhibit the highest market growth rate during the forecast period. The communications segment will grow at a CAGR of more than 9% until 2019, and the prospects for growth in this market segment will be driven by the deployment of wireless local area network (WLAN) in South Korea and the augmented adoption of wired technologies like fiber optics and Ethernet in APAC.

Competitive landscape and key vendors

The T&M equipment market in APAC is highly competitive and is characterized by the presence of conglomerates that have consolidated their market position through mergers and acquisitions. This enables them to enhance their technological reach by accumulating the technical expertise of the smaller players in the market. Product differentiation and affordability of products are the primary strategies adopted by players to gain an edge over their peers.

Key vendors in the market are -

- Rohde & Schwarz
- Tektronix
- National Instruments
- Fluke
- Anritsu
Other prominent vendors in the market include Aeroflex, Agilent Technologies, EXFO, Fastech Telecommunications, Ixia, Keithley Instruments, Qmax Test Equipments, Premiere Measurement Solutions, Scientech Technologies, Sumitomo, and Yokogawa Electric.

Key questions answered in the report include
- What will the market size and growth rate be in 2019
- What are the key factors driving the global test and measurement market in APAC
- What are the key market trends impacting the growth of the test and measurement market in APAC
- What are the challenges to market growth
- Who are the key vendors in this market space
- What are the market opportunities and threats faced by the vendors in the test and measurement market in APAC
- Trending factors influencing the market shares of China, India, Korea, Taiwan, Japan, ANZ, and SEA.
- What are the key outcomes of the five forces analysis of the test and measurement market in APAC

Related reports:
- Test and Measurement (T&M) Equipment Market in India 2015-2019
- Global Test and Measurement (T&M) Equipment Market 2015-2019

Contents:

Table of Contents

PART 01: Executive summary

PART 02: Scope of the report
- Market overview
- Top-vendor offerings

PART 03: Market research methodology
- Research methodology
- Economic indicators

PART 04: Introduction
- Key market highlights

PART 05: Market landscape
- Market overview
- Market size and forecast
- Product segmentation
- Segmentation by end-users
- Regional segmentation
- Five forces analysis

PART 06: Market drivers
- High demand from aerospace and defense sector
- Telecom sector boom in APAC
- Demand for efficient T&M equipment
- Rise in exports of electronics from Taiwan, Japan, South Korea, and Singapore

PART 07: Impact of drivers

PART 08: Market challenges
- Growing popularity of used and rented equipment
- Price wars
- Increased cost of testing due to complexity of products
- Reluctance to invest in T&M equipment

PART 09: Impact of drivers and challenges

PART 10: Market trends
- Growing popularity of software-defined instrumentation
- Increased use of parallel/multicore test systems
- Miniaturization of testing equipment
Demand for affordable, flexible, and customized T&M equipment

PART 11: Vendor landscape
  Competitive scenario
  Other prominent vendors

PART 12: Key vendor analysis
  Keysight Technologies
  Rohde & Schwarz
  Tektronix
  National Instruments
  Fluke
  Anritsu

PART 13: Appendix
  List of abbreviations

PART 14: About the Author

List of Exhibits
  Exhibit 01: Product offerings
  Exhibit 02: T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 03: Wireless testing equipment market in APAC 2014-2019 ($ millions)
  Exhibit 04: Semiconductor/automated testing equipment market in APAC 2014-2019 ($ millions)
  Exhibit 05: Electronics testing equipment market in APAC 2014-2019 ($ millions)
  Exhibit 06: Others (structural/physical and real-time) testing equipment market in APAC 2014-2019 ($ millions)
  Exhibit 07: Communications T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 08: Computing and electronics T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 09: Semiconductor T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 10: Aerospace and defense T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 11: Industrial and others T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 12: Digital solutions T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 13: Automotive and energy T&M equipment market 2014-2019 ($ millions)
  Exhibit 14: Broadband, optical, and component T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 15: Education and government T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 16: Regional segmentation of T&M equipment market in APAC 2014-2019 ($ millions)
  Exhibit 17: T&M equipment market in China 2014-2019 ($ millions)
  Exhibit 18: T&M equipment market in India 2014-2019 ($ millions)
  Exhibit 19: T&M equipment market in Korea 2014-2019 ($ millions)
  Exhibit 20: T&M equipment market in Taiwan 2014-2019 ($ millions)
  Exhibit 21: T&M equipment market in Japan 2014-2019 ($ millions)
  Exhibit 22: T&M equipment market in ANZ 2014-2019 ($ millions)
  Exhibit 23: T&M equipment market in SEA 2014-2019 ($ millions)
  Exhibit 24: Five forces analysis
  Exhibit 25: Impact of drivers
  Exhibit 26: Impact of drivers and challenges
  Exhibit 27: Keysight Technologies: Business Segmentation
  Exhibit 28: Keysight Technologies: Key Facts
  Exhibit 29: Rohde & Schwarz: Business segmentation
  Exhibit 30: Rohde & Schwarz: Key facts
  Exhibit 31: Tektronix: Key facts
  Exhibit 32: National Instruments: Key facts
  Exhibit 33: National Instruments: Business segmentation
  Exhibit 34: Fluke: Key facts
  Exhibit 35: Fluke: Business segmentation
  Exhibit 36: Anritsu: Key facts
  Exhibit 37: Anritsu: Business segmentation

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