
Description: The North America temperature sensors market is expected to increase to $2.20 billion by 2020 at a CAGR of 6.45% over the period 2015-2020. Temperature sensing has been gaining importance, particularly in R&D and industrial settings, giving rise to high demand for temperature sensors. Companies operating in the market have been investing heavily in research and development activities in order to develop and enhance temperature sensor functionality. Increasing adoption of HVAC modules is expected to favorably impact the North America industry. Even the technological advancements and reduced prices have resulted in introduction of new applications in the HVAC space.

Growing demand for consumer electronics such as smartphones, cameras and media players make use of microprocessors, which is expected to boost market growth, as they have temperature sensing ICs. mandates related to safety in North America have acted as a key driver for overall industry growth. Temperature controls are essential for manufacturing, handling and storing of medical equipment and drugs. They are increasingly used in communication industry with growth in handheld communication devices. Intense competition and significant price cuts may restrain the temperature sensors market over the forecast period. North America accounted for about 34% of the global market in 2014, the largest regional segment over the forecast period, mainly due to advancements in sensor technologies in the region.

The North America Temperature Sensors Market is segmented on the basis of Type (Bimetallic Sensor, Thermistor Sensors, RTD, Thermocouple Sensors, IR Sensors, Fiber Optic Sensors, and Others), & Industry (Consumer Electronics, Power Generation, Automotive, Petrochemical, Aerospace & Defense, Healthcare, Industrial, and Others)> This report describes a detailed study of the Porter's five forces analysis of the market. All the five major factors in these markets have been quantified using the internal key parameters governing each of them. It also covers the market landscape of these players which includes the key growth strategies, geographical footprint, and competition analysis.

The report also considers key trends that will impact the industry and profiles over 10 leading suppliers of North America Temperature Sensors Market. Some of the top companies mentioned in the report are Texas Instruments (U.S.), STMicroelectronics (The Netherlands), Honeywell International (U.S.), Infineon Technologies AG (Germany), Freescale semiconductor Inc. (U.S.), and Maxim Integrated Products Inc. (U.S.) and among others.

Contents:
1. Introduction
   1.1 Research Methodology
   1.2 Market Definition
   1.3 Report Description
2. Key Findings
3. Market Overview & Dynamics
4. Introduction
   4.1 Drivers
   4.2 Restraints
5. Porter'S Five Forces Analysis
   5.1 Bargaining Power Of Suppliers
   5.2 Bargaining Power Of Buyers
   5.3 Degree Of Competition
   5.4 Threat Of Substitution
   5.5 Threat Of New Entrants
6. Market Segmentation
   6.1 Type
   6.1.1 Bimetallic
   6.1.2 Thermistor
   6.1.3 Resistive
   6.1.4 Thermocouple
6.1.5 Ir
6.1.6 Fiberoptic
6.2 Ind US try
6.2.1 Consumer Electronics
6.2.2 Power Generation
6.2.3 Automotive
6.2.4 Petrochemical
6.2.5 Aerospace And Defense
6.2.6 Healthcare
6.2.7 Ind US trial
6.2.8 Others
7. Company Profiles
7.1 Texas Instruments
7.2 STMicroelectronics
7.3 Mo US er Electronics
7.4 Microchip Technology
7.5 Keyence
7.6 Freescale
7.7 Danfoss
7.8 Honeywell
7.9 Festo
7.10 Infineon Technologies
7.11 Maxim Integrated Products
7.12 Sick Ag
7.13 Dwyer Instruments
7.14 Ifm Electronic GmbH
8. Investment Analysis
9. Future Of Temperature Sensors Market

List Of Tables
1: North America Temperature Sensors Market Revenue, By Type, Bimetallic Sensors 2015-2020 ($Million)
2: North America Temperature Sensors Market Revenue, By Type, Thermistor Sensors 2015-2020 ($Million)
3: North America Temperature Sensors Market Revenue, By Type, Resistive Sensors 2015-2020 ($Million)
4: North America Temperature Sensors Market Revenue, By Type, Thermocouple Sensors 2015-2020 ($Million)
5: North America Temperature Sensors Market Revenue, By Type, Ir Sensors 2015-2020 ($Million)
6: North America Temperature Sensors Market Revenue, By Type, Fiberoptic Sensors 2015-2020 ($Million)
7: North America Temperature Sensors Market Revenue, By Ind US try, Consumer Electronics 2015-2020 ($Million)
8: North America Temperature Sensors Market Revenue, By Ind US try, Power Generation 2015-2020 ($Million)
9: North America Temperature Sensors Market Revenue, By Ind US try, Automotive 2015-2020 ($Million)
10: North America Temperature Sensors Market Revenue, By Ind US try, Petrochemical 2015-2020 ($Million)
11: North America Temperature Sensors Market Revenue, By Ind US try, Aerospace And Defense 2015-2020 ($Million)
12: North America Temperature Sensors Market Revenue, By Ind US try, Healthcare 2015-2020 ($Million)
14: North America Temperature Sensors Market Revenue, By Ind US try, Others 2015-2020 ($Million)
16: North America Temperature Sensors Market Revenue, By Country, Canada 2015-2020 ($Million)
17: North America Temperature Sensors Market Revenue, By Country, Others 2015-2020 ($Million)

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