MEMS Magnetic Field Sensors Market, - By Technology, By Application (Automotive, Consumer Electronics, Healthcare and Medical, Industrial, Aerospace & Defense, and Others) & By Geography - Analysis & Forecast (2016 - 2021)

Description: The MEMS technology has witnessed huge transformation from being a niche market to mature market over the past decades. Owing to its cheaper price and small form factor, MEMS technology has penetrated almost in all the possible devices and applications, where space is the major concern. Magnetic field sensor is also one of such sensors, which has been positively influenced by the MEMS technology. The MEMS based magnetic field sensors market has accelerated over the last couple of years and similar trend is expected to continue in coming 5 years.

Owing to the integration of MEMS in magnetic sensors, the market has seen huge growth potential and is expected to grow even more with penetration into newer applications. The major applications that are analyzed in the report are automotive, industrial, consumer electronics, medical, aerospace and defense, and others. The vital role of magnetic sensors in GPS and e-compass products has proliferate the use of magnetic sensors in automotive and consumer electronics segment largely.

The report covers all the major types of MEMS magnetic field sensors such as magnetoresistive sensor, hall-effect sensor, and SQUID sensor among others. The report gives detailed analysis all the major regions such as North America, Europe, APAC, Latin America, and Middle-East and Africa. The regional analysis of the report depicts that the highest demand for MEMS magnetic field sensors was from APAC region. Besides, it is also expected that the growth from leading developing economies such as China and India in APAC region will be fastest. Moreover, majority of demand for consumer electronics devices and passenger cars, and light commercial vehicles comes from APAC region which in turn is thriving the demand for MEMS magnetic field sensors in the region.

The competition in the leading players of MEMS magnetic field sensor is based on the technical advancements and innovating to maintain and expand their market share in the industry. The report gives detailed analysis of major 5 forces such as bargaining power of suppliers and buyers, intensity of competition, and threat of substitute and new entrant that are highly impacting the industry. The market entropy section of the report gives detailed analysis of major strategic developments such as new product launches, mergers and acquisitions, collaborations, and partnerships, among others, adopted by the industry players to enhance their product portfolio and business footprints in different geographies.

The major key players profiled in the report are
Allegro Microsystems Inc
AMS AG
Micronas Semiconductor
NXP Semiconductors
Robert Bosch

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