Global Microcontroller Market Size, Share, Development, Growth and Demand Forecast to 2022

Description: The growing automotive industry and increasing smartphone proliferation are the key growth drivers for the global microcontroller market. Globally, the automotive industry has been witnessing a period of moderately strong growth as well as profitability. The annual sales have surpassed prerecession levels in some of the economies.

Microcontroller Market

The ongoing technological advancements including vehicle connectivity, interactive safety systems, self-driving cars will change the global scenario in the near future. The automobiles though mechanical to its soul, will go digital world over the forecast period, thus leveraging the characteristics of microcontroller. This will drive the demand for microcontrollers over the forecast period.

The growing awareness among tech savvy consumers are leading to smartphone proliferation across the globe. The sales of smartphone are driven by the demand for low cost smartphones in the developing economies and inexpensive 4G smartphones in emerging markets worldwide. The global smartphone market is increasing at a significant rate, with numbers varying from market-to-market basis. This will propel the demand for microcontrollers in the coming years.

The global microcontroller market is exhibiting consistent slashing of average selling prices of microcontroller. This trend is quite dominant in the 32-bit segment, because the suppliers are competing with each other and attempting their best to hit low price points as required for upcoming IoT applications. There is tremendous pressure on the suppliers to considerably lower the average selling prices on 32-bit microcontroller for IoT applications.

The usage of microcontrollers in smart grid projects is steadily increasing, because microcontrollers provide greater reliability in the power generation. The soaring energy cost and sustainability concern is driving the large scale migration of power systems from conventional to smart grid systems.

The growing need for energy efficient vehicles is creating opportunities for microcontrollers. There is significant steep increase in the adoption of hybrid and electric vehicles, especially in the countries with stringent regulatory framework for environmental concerns. On account of this scenario, the global microcontroller market is expected to gain traction during the forecast period.

IoT is the next cutting edge of the Internet, representing an undeniable opportunity across a myriad of applications including consumer electronics, automotive and industrial. IoT as a whole can potentially transform almost every aspect of how we work, live, and play both at global as well local levels.

IoT applications are gaining popularity among tech savvy consumers, primarily due to its extraordinary features exhibited in smart devices. This is expected to boost the demand for microcontrollers in the coming years. The growing adoption of connected cars in the developing economies, such as Asia Pacific, Latin America and Middle East & Africa is likely to augment the global microcontroller market over the forecast period.

Globally, this trend is being noticed to a greater extent; as there is double digit downfall in year-on-year growth rates of the average selling prices (ASP) of microcontrollers. Despite this much of ASP erosion, the overall market revenue is still expected to grow at a healthy CAGR during 2016-2022.

Some of the key companies operating in the global microcontroller market include Texas Instruments Incorporated, Microchip Technology Inc., Silicon Laboratories, Intel Corporation, Renesas Electronics Corporation, Maxim Integrated, Fairchild Semiconductor, STMicroelectronics, Analog Devices Inc. and Samsung Semiconductor.

Contents: 1. Research Scope & Methodology
1. Market Definition
2. Research Scope
3. Market Breakdown By Bit Size
4. Market Breakdown By End-Use Application
5. Market Breakdown By Geography
6. Research Methodology And Sources

2. Executive Summary
1. Key Findings
2. Research Summary

3. Market Outlook
1. Introduction
2. Industry Value Chain Analysis
3. Trends In The Market
4. Declining Sales Of 4/8-Bit Microcontroller
5. Slashing Average Selling Prices
6. Opportunities In The Market
7. Upsurge In The Smart Grid Projects
8. Rapid Growth Of Internet Of Things Applications
10. Rapidly Growing Automotive Industry
11. Smartphone Proliferation
12. Impact Analysis Of Drivers On Market Forecast
14. Intense Competitive Scenario
15. Impact Analysis Of Restraints On Market Forecast

1. Global Microcontroller Market, By Bit Size
2. 4/8-Bit Microcontroller
3. 16-Bit Microcontroller
4. 32-Bit Microcontroller
5. Global Microcontroller Market, By End-Use Application
6. Consumer Electronics
7. Industrial
8. Automotive
9. Others

5. Global Microcontroller Market, By Geography
1. North America Microcontroller Market
2. North America Microcontroller Market, By Country
3. North America Microcontroller Market, By Bit Size
4. North America Microcontroller Market, By End-Use Application
5. Europe Microcontroller Market
6. Europe Microcontroller Market, By Country
7. Europe Microcontroller Market, By Bit Size
8. Europe Microcontroller Market, By End-Use Application
9. Asia-Pacific Microcontroller Market
10. Asia-Pacific Microcontroller Market, By Country
11. Asia-Pacific Microcontroller Market, By Bit Size
12. Asia-Pacific Microcontroller Market, By End-Use Application
13. Middle East & Africa Microcontroller Market
14. Middle East & Africa Microcontroller Market, By Country
15. Middle East & Africa Microcontroller Market, By Bit Size
16. Middle East & Africa Microcontroller Market, By End-Use Application
17. Latin America Microcontroller Market
18. Latin America Microcontroller Market, By Country
19. Latin America Microcontroller Market, By Bit Size
20. Latin America Microcontroller Market, By End-Use Application

6. Competitive Analysis
1. Porter's Five Forces Of Competitive Position Analysis
6.1 Bargaining Power Of Buyers
6.1.2 Bargaining Power Of Suppliers
6.1.3 Threat Of New Entrants
6.1.4 Intensity Of Rivalry
6.1.5 Threat Of Substitutes
6.2 Market Positioning Analysis Of Major Players

7. Company Profiles And Strategic Developments
7.1 Key Company Profiles
7.1.1 Texas Instruments Incorporated
7.1.1.1 Business Overview
7.1.1.2 Product And Service Offerings
7.1.2 Microchip Technology Inc.
7.1.2.1 Business Overview
7.1.2.2 Product And Service Offerings
7.1.3 Silicon Laboratories
7.1.3.1 Business Overview
7.1.3.2 Product And Service Offerings
7.1.4 Intel Corporation
7.1.4.1 Business Overview
7.1.4.2 Product And Service Offerings
7.1.5 Renesas Electronics Corporation
7.1.5.1 Business Overview
7.1.5.2 Product And Service Offerings
7.1.6 Maxim Integrated
7.1.6.1 Business Overview
7.1.6.2 Product And Service Offerings
7.1.7 Fairchild Semiconductor
7.1.7.1 Business Overview
7.1.7.2 Product And Service Offerings
7.1.8 STMicroelectronics
7.1.8.1 Business Overview
7.1.8.2 Product And Service Offerings
7.1.9 Analog Devices, Inc.
7.1.9.1 Business Overview
7.1.9.2 Product And Service Offerings
7.1.10 Samsung Electronics Co., Ltd.
7.1.10.1 Business Overview
7.1.10.2 Product And Service Offerings
7.2 Strategic Developments In The Global Microcontroller Market
7.2.1 Merger And Acquisition
7.2.2 Product Launch
7.2.3 Partnership And Collaboration
7.2.4 Others

8. Appendix
8.1 List Of Abbreviations

List Of Tables
Table 1 Specific Primary And Secondary Sources Used For This Publication
Table 2 Global Microcontroller Market Revenue Snapshot
Table 3 Global Microcontroller Market Volume Snapshot
Table 4 Drivers For The Market: Impact Analysis
Table 5 Restraints For The Market: Impact Analysis
Table 6 Global Microcontroller Market Revenue, By Bit Size, $M (2012 - 2015)
Table 7 Global Microcontroller Market Volume, By Bit Size, Million Units (2012 - 2015)
Table 8 Global Microcontroller Market Revenue, By Bit Size, $M (2016 - 2022)
Table 9 Global Microcontroller Market Volume, By Bit Size, Million Units (2016 - 2022)
Table 10 Global Microcontroller Market Revenue, By End-Use Application, $M (2012 - 2015)
Table 11 Global Microcontroller Market Volume, By End-Use Application, Million Units (2012 - 2015)
Table 12 Global Microcontroller Market Revenue, By End-Use Application, $M (2016 - 2022)
Table 13 Global Microcontroller Market Volume, By End-Use Application, Million Units (2016 - 2022)
Table 14 Global Microcontroller Market Revenue, By Geography, $M (2012 - 2015)
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Year Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Global Microcontroller Market Volume, By Geography, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>16</td>
<td>Global Microcontroller Market Revenue, By Region, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>17</td>
<td>Global Microcontroller Market Volume, By Region, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>18</td>
<td>North America Microcontroller Market Revenue, By Country, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>19</td>
<td>North America Microcontroller Market Volume, By Country, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>20</td>
<td>North America Microcontroller Market Revenue, By Country, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>21</td>
<td>North America Microcontroller Market Volume, By Country, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>22</td>
<td>North America Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>23</td>
<td>North America Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>24</td>
<td>North America Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>25</td>
<td>North America Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>26</td>
<td>North America Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>27</td>
<td>North America Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>28</td>
<td>North America Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>29</td>
<td>North America Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>30</td>
<td>Europe Microcontroller Market Revenue, By Country, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>31</td>
<td>Europe Microcontroller Market Volume, By Country, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>32</td>
<td>Europe Microcontroller Market Revenue, By Country, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>33</td>
<td>Europe Microcontroller Market Volume, By Country, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>34</td>
<td>Europe Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>35</td>
<td>Europe Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>36</td>
<td>Europe Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>37</td>
<td>Europe Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>38</td>
<td>Europe Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>39</td>
<td>Europe Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>40</td>
<td>Europe Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>41</td>
<td>Europe Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>42</td>
<td>Asia-Pacific Microcontroller Market Revenue, By Country, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>43</td>
<td>Asia-Pacific Microcontroller Market Volume, By Country, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>44</td>
<td>Asia-Pacific Microcontroller Market Revenue, By Country, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>45</td>
<td>Asia-Pacific Microcontroller Market Volume, By Country, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>46</td>
<td>Asia-Pacific Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>47</td>
<td>Asia-Pacific Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>48</td>
<td>Asia-Pacific Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>49</td>
<td>Asia-Pacific Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>50</td>
<td>Asia-Pacific Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>51</td>
<td>Asia-Pacific Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>52</td>
<td>Asia-Pacific Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>53</td>
<td>Asia-Pacific Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>54</td>
<td>Mea Microcontroller Market Revenue, By Country, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>55</td>
<td>Mea Microcontroller Market Volume, By Country, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>56</td>
<td>Mea Microcontroller Market Revenue, By Country, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>57</td>
<td>Mea Microcontroller Market Volume, By Country, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>58</td>
<td>Mea Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>59</td>
<td>Mea Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>60</td>
<td>Mea Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>61</td>
<td>Mea Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>62</td>
<td>Mea Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>63</td>
<td>Mea Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>64</td>
<td>Mea Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>65</td>
<td>Mea Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>66</td>
<td>LATAM Microcontroller Market Revenue, By Country, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>67</td>
<td>LATAM Microcontroller Market Volume, By Country, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>68</td>
<td>LATAM Microcontroller Market Revenue, By Country, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>69</td>
<td>LATAM Microcontroller Market Volume, By Country, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>70</td>
<td>LATAM Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>71</td>
<td>LATAM Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>72</td>
<td>LATAM Microcontroller Market Revenue, By Bit Size, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>73</td>
<td>LATAM Microcontroller Market Volume, By Bit Size, Million Units</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>74</td>
<td>LATAM Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>75</td>
<td>LATAM Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2012 - 2015</td>
</tr>
<tr>
<td>76</td>
<td>LATAM Microcontroller Market Revenue, By End-Use Application, $M</td>
<td>2016 - 2022</td>
</tr>
<tr>
<td>77</td>
<td>LATAM Microcontroller Market Volume, By End-Use Application, Million Units</td>
<td>2016 - 2022</td>
</tr>
</tbody>
</table>
Table 78 Texas Instruments Incorporated - Key Facts
Table 79 Microchip Technology Inc. - Key Facts
Table 80 Silicon Laboratories - Key Facts
Table 81 Intel Corporation - Key Facts
Table 82 Renesas Electronics Corporation - Key Facts
Table 83 Maxim Integrated - Key Facts
Table 84 Fairchild Semiconductor - Key Facts
Table 85 Stmicroelectronics - Key Facts
Table 86 Analog Devices, Inc. - Key Facts
Table 87 Samsung Electronics Co., Ltd. - Key Facts

List Of Figures
Fig 1 Research Scope For Global Microcontroller Market
Fig 2 Research Methodology For Global Microcontroller Market
Fig 3 Global Microcontroller Market Value Chain
Fig 4 Global Connected Car Market Revenue, $B (2015-2022)
Fig 5 Global Microcontroller Market, By Bit Size, $M (2012 - 2022)
Fig 6 Global Microcontroller Market, By End-Use Application, $M (2012 - 2022)
Fig 7 Worldwide Major Markets For Microcontroller
Fig 8 Global Microcontroller Market, By Geography, $M (2012 - 2022)
Fig 9 North America Microcontroller Market Snapshot
Fig 10 Europe Microcontroller Market Snapshot
Fig 11 Asia-Pacific Microcontroller Market Snapshot
Fig 12 Middle East & Africa Microcontroller Market Snapshot
Fig 13 Latin America Microcontroller Market Snapshot
Fig 14 Porter’S Five Forces Of Competitive Position Analysis
Fig 15 Global Microcontroller Market Share Analysis (2015)

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