



Computer - Consumer and Communications Industry Outlook

Bishop & Associates has just released a five chapter, 145 page report on high volume Computer, Consumer and Communications Markets, and their connector market segments. Included in this study is an analysis of personal computers, PC servers, peripheral equipment, consumer electronics, and mobile communications equipment market segments with associated equipment and connector forecasts in units.

The market continues to react at a rapid pace to economic developments, which for the most part, are global in scope and beyond the control of this industry. It is expected that 2009 will see as much as a 25 percent drop in sales, followed by recovery. The market may have bottomed out in 1Q09, but the depth of this recession, coupled with its fiscal issues, may cause a slower than usual recovery.

Background

Bishop and Associates has reported connector markets in standard market segmentation: Computer, Office Equipment, Telecommunications, Consumer, Automotive, etc. This provides consistency to the data stream and provides historical input when developing new forecasts. Two major changes in recent years, the break out of China from Asia Pacific due to their rapid ascension as a world leaders in electronics manufacturing, and a recognition of market convergence by segment and globalization.

In this CCC study, we recognize the increasing linkage between elements of 3 major connector market segments and how the dynamics of equipment markets affect connector sales:

- Computer (high volume PC, PC Server and Peripheral Equipment)
- Communications (mostly high volume Handsets and Networking Equipment)
- Consumer (all types except Automotive – for which a case could also be made)

What binds these market segments together are a series of evolving market pressures, industry standards, technologies and company strategies that have emerged and converged over the past decade.

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