



European Semiconductor Industry Association

## ***Latest Semiconductor sales data, for immediate release***

**Brussels, 30<sup>th</sup> of August 2010**

### **European semiconductor sales in July in Euros are back to 2007 levels**

Data for July released yesterday by WSTS show an increase of semiconductor sales, on a three month rolling average. Sales on the European semiconductor market were up over 34% in July 2010 versus the same month one year ago. Measured in Euro, semiconductor sales were 2.501 billion Euros on a three month rolling average, the highest level since November 2007. These positive developments and the increase over June confirm the prospect of a strong year 2010.

Looking at specific products, optoelectronics, total discretes, and total analog devices have been driving the July positive results. The memory market showed mixed results, with positive growth for DRAMs and a slight decline in sales for flash memories.

Looking at market segments, microchips used in specific applications grew by approximately by 1% on a worldwide basis, as a result of the growth in automotive, wired communication and consumer semiconductor sales, with rather stable sales for wireless and a small decline in computer applications.

Overall, European semiconductor sales in July 2010 amounted to US\$ 3.128 billion. On a YTD basis semiconductor sales increase lowered slightly further to 38.4% in 2010 versus the same period in the year 2009.

The exchange rate of the Euro compared to the US dollar has again reversed its impact on the European sales picture in the last month. Measured in Euro, semiconductor sales were 2.501 billion Euros in July 2010, up 2.4% on the previous month and up 49.3% versus the same month a year ago. On a YTD basis semiconductor sales increased by 41.4% in 2010 versus the same period in the year 2009.

On a worldwide basis, semiconductor sales in July 2010 were US\$ 25.243 billion, up 1.2% versus the previous month. This results in an increase of 37.0% versus the same month in 2009 and on a YTD basis it results in an increase of 46.7%.

(For more data please see the tables and graphs on following pages)

**EECA-ESIA and WSTS:** ESIA, the European Semiconductor Industry Association holds an exclusive license agreement with the WSTS for the region of Europe, Middle East and Africa (EMEA). WSTS monthly data in full product detail are available via subscription.

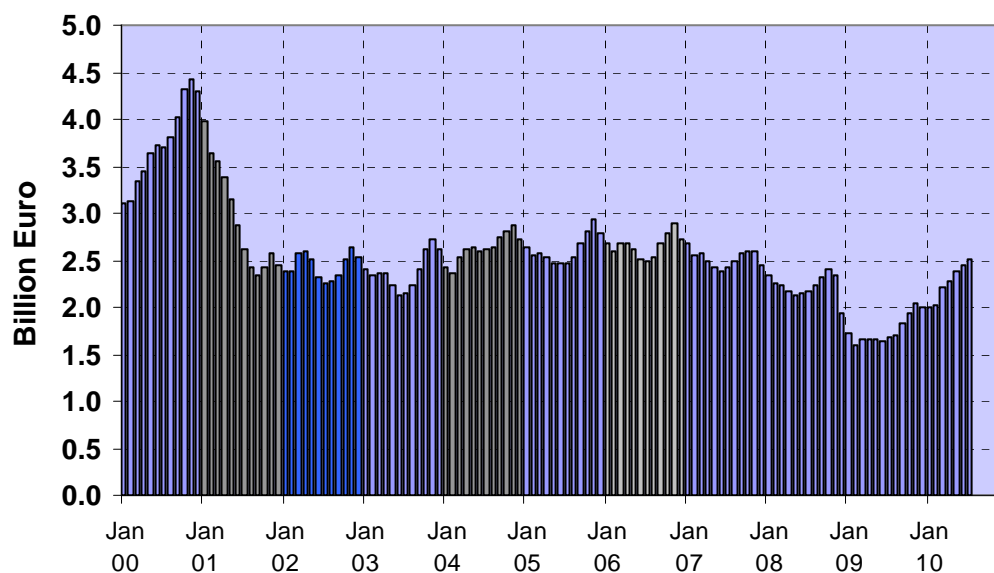
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## Market data by region<sup>1</sup>

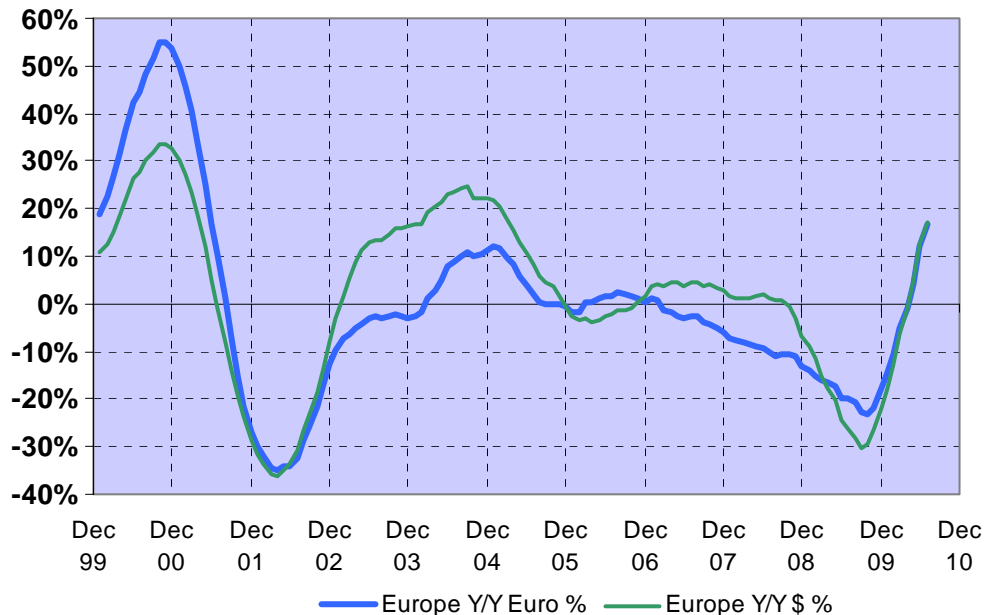
Market data for the 3 month moving average ending:								
Region	sales (in billions)		Month on Month growth		Year on Year growth		YTD growth	
	Jun 10	Jul 10	Jun 10	Jul 10	Jun 10	Jul 10	Jun 10	Jul 10
<b>in \$:</b>								
<b>Europe</b>	3.103	3.128	-1.2%	0.8%	39.8%	34.2%	40.6%	38.4%
<b>Americas</b>	4.581	4.747	4.3%	3.6%	55.5%	52.7%	54.9%	53.1%
<b>Japan</b>	3.766	3.883	1.1%	3.1%	25.4%	19.9%	33.5%	30.3%
<b>Asia Pacific</b>	13.481	13.484	-0.5%	0.0%	44.7%	38.4%	57.2%	52.3%
of which China	5.317	5.364	-0.2%	0.9%	52.5%	46.0%	62.0%	57.8%
<b>World</b>	<b>24.931</b>	<b>25.243</b>	<b>0.5%</b>	<b>1.2%</b>	<b>42.6%</b>	<b>37.0%</b>	<b>50.4%</b>	<b>46.7%</b>
<b>In EURO:</b>								
<b>Europe</b>	2.442	2.501	2.8%	2.4%	50.0%	49.3%	41.7%	41.4%
Rate (\$/Euro)	1.221	1.275	-12.9%	-9.4%	< Euro against \$ versus prev. Year			

- 1) Unless otherwise indicated, all figures are 3-month-average data except YTD growth which is based on current month data.

## EUROPE - Monthly European Semiconductor sales in billion Euro (3-month-average data)



## European Semiconductor sales growth in % - Annualized growth trend (Y/Y) in Euro and Dollar (12-month-average data)



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**About ESIA: ABOUT EECA-ESIA:** The mission of the European Semiconductor Industry Association (EECA-ESIA) is to represent, promote and defend the vital interests of the European-based semiconductor industry and ensure its competitiveness in the global market. The semiconductor industry provides the key enabling technologies at the forefront of the development of the Information Society. This sector supports around 115,000 jobs directly and up to 500,000 induced jobs in Europe, in a market valued at over EUR 21bn (\$30bn) in 2009. Website: [www.eeca.eu](http://www.eeca.eu)

**About WSTS:** Established in 1986, WSTS is an organization of 73 semiconductor companies from all over the world representing close to 90% of the world's semiconductor market. Its mission is to provide timely, accurate and authentic semiconductor market data on industry product shipments in a product line form serving the broad marketing and executive needs, therefore documenting past - and anticipating future business trends. More information on the WSTS website at [www.wsts.org](http://www.wsts.org)