



European Semiconductor Industry Association

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

**Brussels, May 3rd, 2010**

### **European semiconductor sales up 7.1% in March**

Semiconductor sales in Europe grew faster than the worldwide market in March, on a three month rolling average basis, according to the World Semiconductor Trade Statistics (WSTS). The market surge continued in March, making the first quarter of 2010 in Europe stronger than the last quarter of the previous year. This very positive development is divergent from seasonal patterns, as usually the first quarter of the year is weaker than the previous quarter. Also unusually, the semiconductor market in China declined in the first quarter of 2010 compared to the last quarter of 2009.

Strong growth rates were observed for the main product categories, in particular flash memories and microprocessors drove the market growth in March.

Overall, European semiconductor sales in March 2010 amounted to US\$ 3.084 billion. This corresponds to an increase of 42.0% compared to the same month last year. On a YTD basis semiconductor sales increased by a similarly remarkable 42.0% in 2010 versus the same period in the year 2009.

The exchange rate imbalance of the Euro compared to the US dollar has reduced its impact on the European sales picture in the last month. Measured in Euro, semiconductor sales were 2.232 billion Euros in March 2010, up 10.1% on the previous month and up 34.1% versus the same month a year ago. On a YTD basis semiconductor sales increased by 34.1% in 2010 versus the same period in the year 2009.

On a worldwide basis, semiconductor sales in March 2010 were US\$ 23.060 billion, up 4.6% versus the previous month. This results in an increase of 58.3% versus the same month in 2009 and on a YTD basis it results in an increase of 58.3%.

(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.

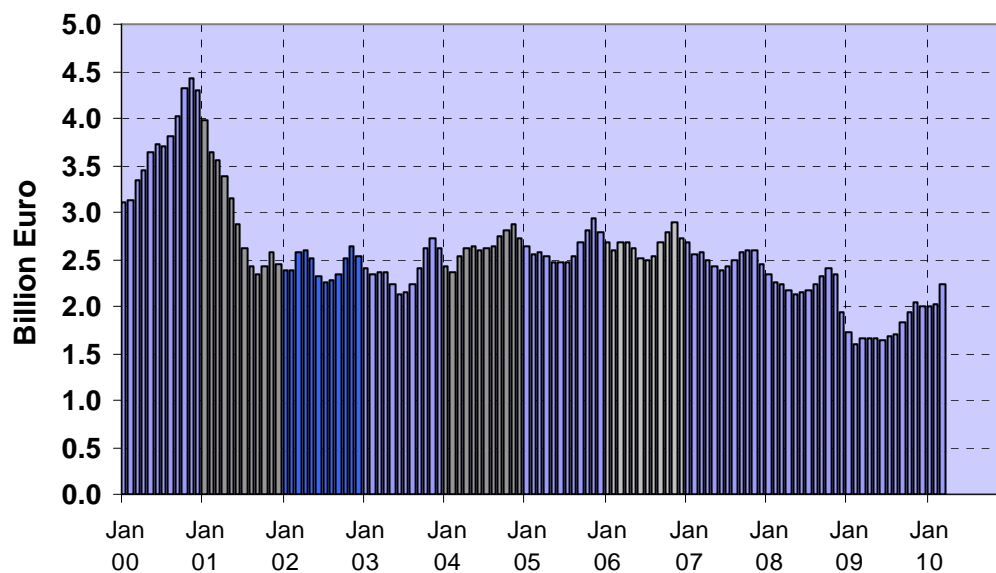
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## Market data by region<sup>1</sup>

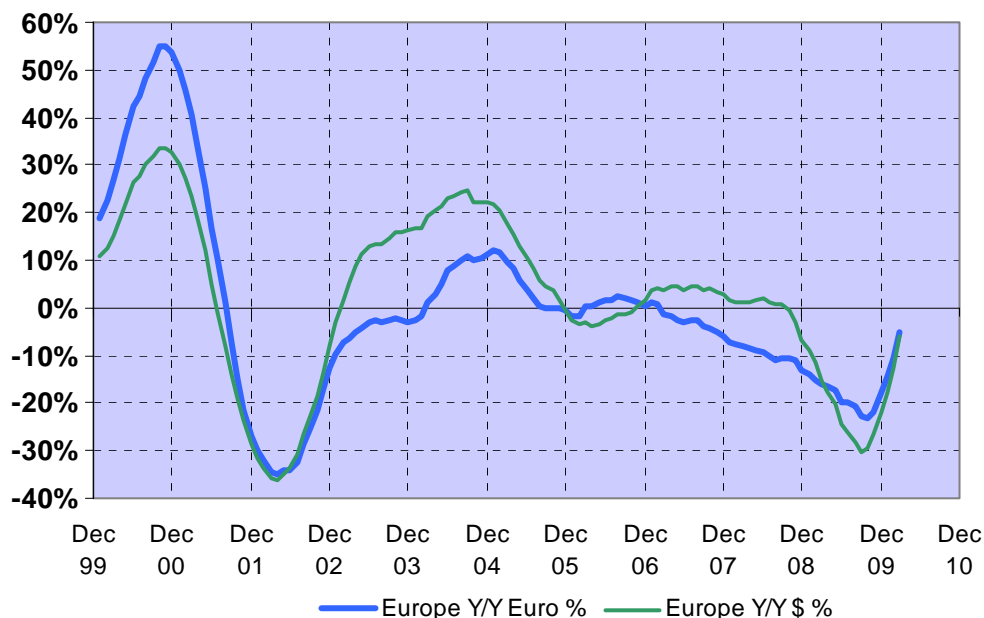
Market data for the 3 month moving average ending:								
Region	sales (in billions)		Month on Month growth		Year on Year growth		YTD growth	
	Feb10	Mar 10	Feb10	Mar 10	Feb10	Mar 10	Feb10	Mar 10
<b>in \$:</b>								
<b>Europe</b>	2.879	3.084	-1.7%	7.1%	36.6%	42.0%	40.2%	42.0%
<b>Americas</b>	3.616	3.817	-3.5%	5.6%	48.0%	48.2%	46.8%	48.2%
<b>Japan</b>	3.435	3.593	-1.1%	4.6%	23.7%	43.0%	39.9%	43.0%
<b>Asia Pacific</b>	12.111	12.566	-0.5%	3.8%	78.5%	72.0%	81.5%	72.0%
of which China	4.530	4.710	-5.0%	4.0%	81.4%	74.3%	81.4%	74.3%
<b>World</b>	<b>22.042</b>	<b>23.060</b>	<b>-1.2%</b>	<b>4.6%</b>	<b>56.2%</b>	<b>58.3%</b>	<b>61.2%</b>	<b>58.3%</b>
<b>In EURO:</b>								
<b>Europe</b>	2.027	2.232	1.1%	10.1%	26.6%	34.1%	31.2%	34.1%
Rate (\$/Euro)	1.368	1.358	6.7%	4.3%	< 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)



For more information about data, please contact:

**Giovanni Corder**

EECA-ESIA

Brussels, Belgium

Click here for email address : [Giovanni Corder](#)

**Rene Kautschitsch - WSTS Vice Chairman  
Europe**

Austriamicrosystems AG

SCHLOß PREMSTÄTTEN

Austria

Click here for email address: [Rene Kautschitsch](#)

**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)