



European Semiconductor Industry Association

## **LATEST SEMICONDUCTOR SALES DATA, FOR IMMEDIATE RELEASE**

**Brussels, 1<sup>st</sup> January 2011**

### **European semiconductor sales up 2.5% in November**

European chip sales have increased for the fifth consecutive month in November 2010 compared to the previous month on a three month rolling average basis, the WSTS reports today. In contrast with the positive 2.5% growth registered in Europe in November, a decline in sales could be observed in the same period across all the other regions.

Discrete, sensors & actuators and MOS micro have been the main drivers for the November growth in Europe on a three month rolling average, whereas optoelectronics and total logic have been weaker in November. Sales for memories grew in November as well: notably total MOS memory increased by 3.5% and total flash memory grew by 9.9%.

Overall, European semiconductor sales in November 2010 amounted to US\$ 3.422 billion. On a YTD basis semiconductor sales increase lowered slightly further to 28.7% in 2010 versus the same period in the year 2009.

The exchange rate of the Euro compared to the US dollar has again widened slightly its impact on the European sales picture in the last month. Measured in Euro, semiconductor sales were 2.534 billion Euros in November 2010, up 0.6% on the previous month and up 23.7% versus the same month a year ago. On a YTD basis semiconductor sales increased by 35.4% in 2010 versus the same period in the year 2009.

On a worldwide basis, semiconductor sales in November 2010 were US\$ 25.972 billion, down 0.9% versus the previous month. This results in an increase of 14.4% versus the same month in 2009 and on a YTD basis it results in an increase of 34.0%.

(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.

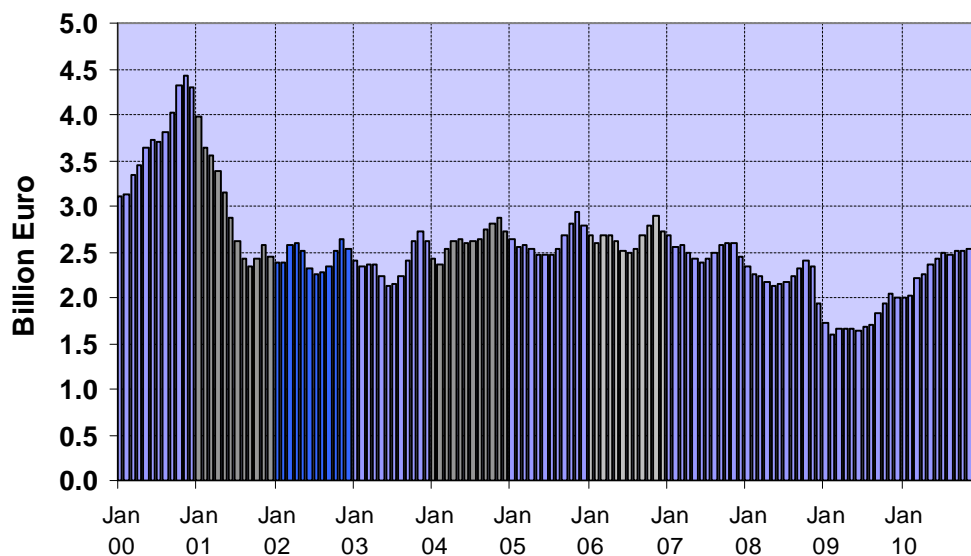
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## Market data by region<sup>1</sup>

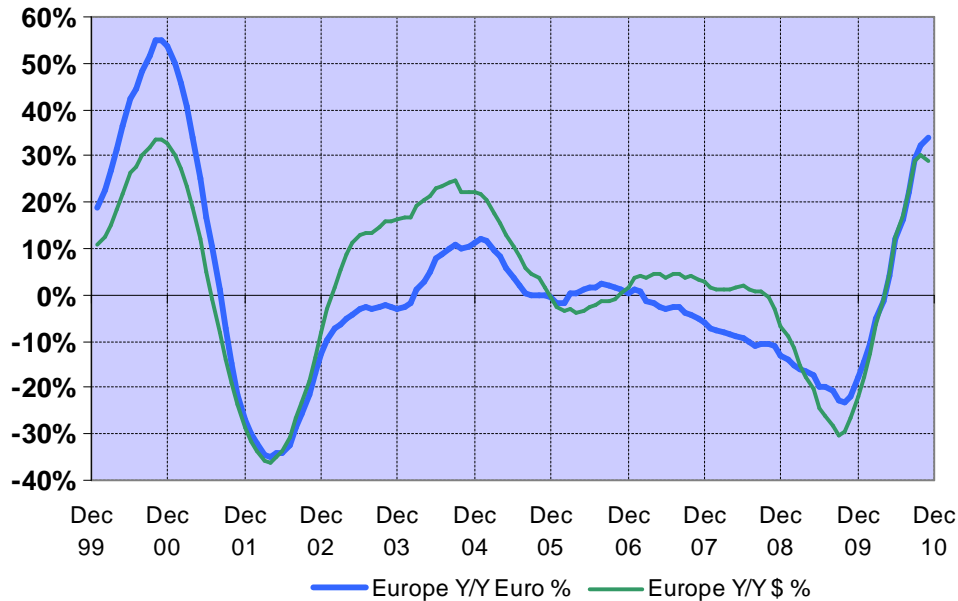
Market data for the 3 month moving average ending:								
Region	sales (in billions)		Month on Month growth		Year on Year growth		YTD growth	
	Oct 10	Nov 10	Oct 10	Nov 10	Oct 10	Nov 10	Oct 10	Nov 10
<b>in \$:</b>								
<b>Europe</b>	3.340	3.422	3.3%	2.5%	18.9%	13.3%	31.2%	28.7%
<b>Americas</b>	4.790	4.712	0.0%	-1.6%	30.2%	21.3%	44.6%	41.3%
<b>Japan</b>	4.200	4.161	0.3%	-0.9%	12.0%	8.3%	23.5%	22.2%
<b>Asia Pacific</b>	13.870	13.676	-0.9%	-1.4%	18.3%	14.3%	39.3%	36.9%
<b>of which China</b>	5.563	5.537	-1.7%	-0.5%	25.2%	17.4%	45.7%	41.8%
<b>World</b>	<b>26.200</b>	<b>25.972</b>	<b>0.0%</b>	<b>-0.9%</b>	<b>19.3%</b>	<b>14.4%</b>	<b>36.4%</b>	<b>34.0%</b>
<b>In EURO:</b>								
<b>Europe</b>	2.518	2.534	0.5%	0.6%	30.5%	23.7%	37.3%	35.4%
Rate (\$/Euro)	1.389	1.369	-6.2%	-8.1%	< 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 110,000 jobs directly and up to 500,000 induced jobs in Europe, operating in a worldwide market valued at over \$ 226bn (EUR 162bn) 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)

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