



European Semiconductor Industry Association

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

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

### **European semiconductor sales up 27.4% in 2010**

According to the WSTS report from January 31<sup>st</sup> semiconductor sales on the European market for 2010 were up 27.4 percent compared to the previous year. Fourth quarter sales in Europe increased by 2.1% versus the previous quarter. In all other regions seasonal effects led to a small decrease quarter over quarter.

In Europe remarkable positive growth rates were observed throughout the year for some of the main product categories, in particular for discrete, optoelectronics, total analog and MOS microprocessors. Among application specific chips, devices used in consumer and automotive applications showed the biggest growth rates in the year 2010.

Overall the European semiconductor sales in December 2010 amounted to US\$ 3.301 billion which represents 13,1 % of the worldwide market. For 2010 in total the European share summed up to US\$ 38.054 billion.

Measured in Euro the semiconductor sales in Europe totaled at 2.429 billion Euros in December 2010, 4.0% down compared to November 10 and 22.1% up versus December 2009. Due to the strong US\$ in 2010 the year over year increase of the semiconductor sales in Europe expressed in Euro increased even by 34.7%.

On a worldwide basis, semiconductor sales in December 2010 were at US\$ 25.154 billion, seasonally down 3.0% versus the previous month. For 2010 in total the sales summed up to US\$ 298.315 billion. Comparing the last quarter 2010 to the last quarter in 2009 the semiconductor sales show an increase of 12.2%, year over year the sales went up by 31,8%.

(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.

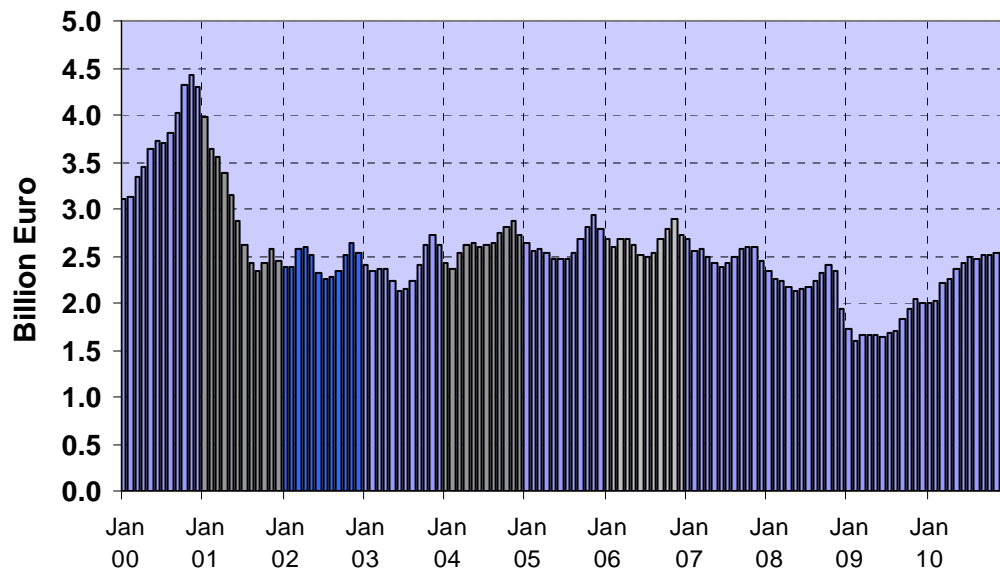
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### Market data by region (Net Billings for total semiconductors) 1)

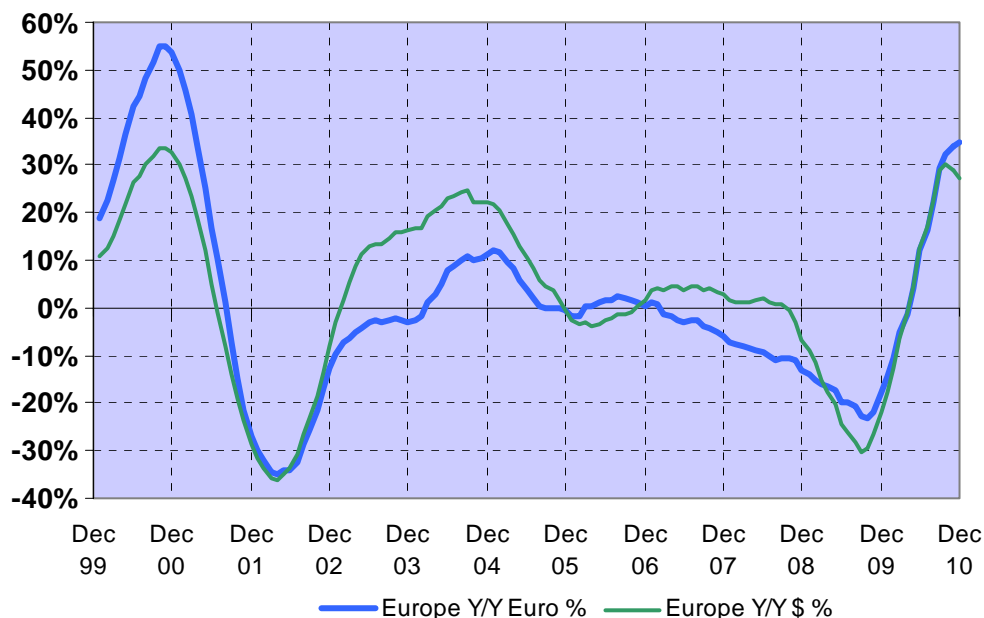
Market data for the 3 month moving average ending:								
Region	sales (in billions)		Month on Month growth		Year on Year growth		YTD growth	
	Nov 10	Dec 10	Nov 10	Dec 10	Nov 10	Dec 10	Nov 10	Dec 10
<b>in \$:</b>								
<b>Europe</b>	3.419	3.301	2.4%	-3.4%	13.2%	12.1%	28.7%	27.4%
<b>Americas</b>	4.705	4.573	-1.8%	-2.8%	21.1%	19.3%	41.2%	39.3%
<b>Japan</b>	4.159	3.967	-1.0%	-4.6%	8.2%	9.8%	22.4%	21.6%
<b>Asia Pacific</b>	13.645	13.313	-1.6%	-2.4%	14.1%	10.6%	36.8%	33.8%
of which China	5.537	5.362	-0.5%	-3.2%	17.4%	11.4%	41.8%	38.5%
<b>World</b>	<b>25.927</b>	<b>25.154</b>	<b>-1.0%</b>	<b>-3.0%</b>	<b>14.2%</b>	<b>12.2%</b>	<b>34.0%</b>	<b>31.8%</b>
<b>In EURO:</b>								
<b>Europe</b>	2.532	2.429	0.5%	-4.0%	23.6%	22.1%	35.3%	34.7%
Rate (\$/Euro)	1.369	1.321	-8.1%	-9.9%	< Euro against \$ versus prev. Year			

1) Unless otherwise indicated, all figures are 3-month-average data except YTD growth

### 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 \$ 298bn (EUR 225bn) in 2010. Website: [www.eeca.eu/esia](http://www.eeca.eu/esia)

**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)