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Double digit growth predicted for semiconductor industry

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November 16, 2010



The semiconductor industry can afford to be optimistic about the year ahead, it has been claimed.

Speaking at the European Nanoelectronics Forum 2010 in Madrid today (November 16th), Malcolm Penn, CEO of Future Horizons, said industry expectations of seven per cent growth are "absolutely wrong", Electronics Weekly reports.

He observed that for the last 30 years the market has grown 11 per cent a year, and he sees no reason for this to change.

Indeed, Mr Penn pointed to an ASP increase as further evidence for this bullish outlook.

"ASPs have been increasing for the last 18 months - although people refuse to accept it because it doesn't fit into their plans - so 11 per cent unit growth plus ASP growth equals positive double digit value growth for next year," the news provider quotes him as saying.

Meanwhile, Mr Penn praised the semiconductor industry for adapting well to the recession, but urged companies to make more long-term plans.

"Long-term for most chip companies is this month. That's prejudicial to their future," he explained.

Future Horizons specialises in semiconductor market research, analysis and reports, while Mr Penn boasts more than 45 years' experience in the industry.

Rapid Electronics is a leading UK supplier of energy saving products, electronic components and electrical equipment.

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