

Increasing Software Content Per Car Drives the Market for Automotive Semiconductors, According to a New Trend Report Published by Global Industry Analysts, Inc.

GIA announces the release of a trend report on Automotive Semiconductors. Market for Automotive Semiconductors is projected to witness strong growth led by widespread use of complex software to control all functioning of a car right from powertrain performance to next generation, cutting edge infotainment systems.

San Jose, California ([PRWEB](#)) January 10, 2014 -- [Follow us on LinkedIn](#) – Modern automobiles currently bristle with electronics ranging from on-board electronic devices that control, monitor and trouble shoot the car's mechanical systems to electronic chipsets that provide on-demand infotainment to drivers like music, traffic reports, satellite navigation, route-mapping and connectivity. Cost of electronics as a percentage of vehicle costs has risen from a low of 9% during the 1970s to over 38% in 2013. Over the next decade, the same is forecast to rise to over 60% in a standard car and to over 85% in hybrid vehicles. Against this backdrop, demand for automotive semiconductors is poised to benefit.

The trend report titled “Automotive Semiconductors” announced by Global Industry Analysts Inc., is a focused research paper which provides cursory insights into the product, its applications, player market shares, future prospects and corporate initiatives of key companies worldwide. The report also provides global market estimates and projections for Automotive Semiconductors in US dollars for years 2012 through 2017, across market segments such as Sensors, Analog ICs, ASICs/ASSPs, and Microcomponents. Also included is coverage on companies such as Allegro MicroSystems LLC, Analog Devices Inc., Broadcom Corporation, Cypress Semiconductor Corporation, ELMOS Semiconductor AG, Infineon Technologies AG, Micronas Semiconductor Holding AG, NXP Semiconductors NV, Renesas Electronics Corporation, STMicroelectronics, Toshiba Corporation, United Monolithic Semiconductors SAS, and Zentrum Mikroelektronik Dresden AG, among others.

For more details about this trend report, please visit <http://www.strategyr.com/TrendReport.asp?code=146537>.

About Global Industry Analysts, Inc.

Global Industry Analysts, Inc., (GIA) is a leading publisher of off-the-shelf market research. Founded in 1987, the company currently employs over 800 people worldwide. Annually, GIA publishes more than 1300 full-scale research reports and analyzes 40,000+ market and technology trends while monitoring more than 126,000 Companies worldwide. Serving over 9500 clients in 27 countries, GIA is recognized today, as one of the world's largest and reputed market research firms.

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