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# The Worldwide OEM Electronics Assembly Market - 2012 Edition

**A Unique Database Providing Global Electronics Assembly Data for Nearly 300 OEM Companies**

## Database Highlights

### ■ Product Segment Analysis, 2011

- ◆ Automotive
- ◆ Communications
- ◆ Computers/Peripherals
- ◆ Consumer Electronics
- ◆ Industrial
- ◆ Medical
- ◆ Aerospace/Military
- ◆ Other Transportation

### ■ Company-Level Analysis, 2011

- ◆ COGS Assembly Revenue
- ◆ Electronics COGS Assembly Revenue
- ◆ Outsourced/In-House Assembly Revenue
- ◆ Assembly Revenue by 42 Countries
- ◆ Assembly Revenue by 49 Products

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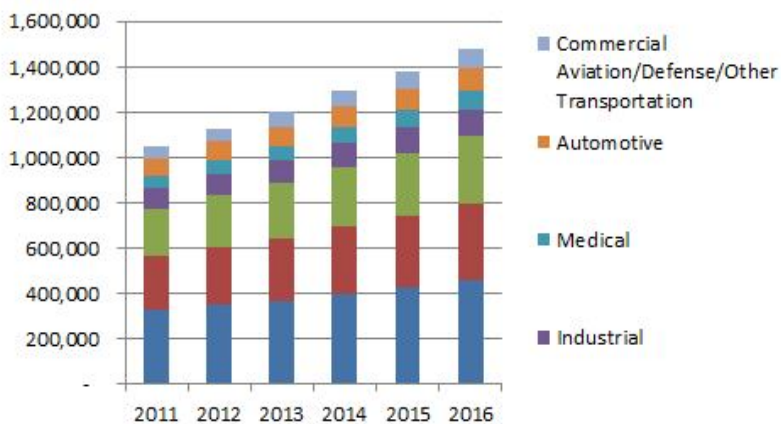
## Synopsis

The worldwide electronics assembly market is substantial in size, approximately \$1.1 trillion dollars in terms of cost of goods sold (COGS) as of 2011. The market is expanding rapidly but changing in composition both in terms of outsourcing partnerships and in-house manufacturing. Also, moves are being made annually with regard to the manufacturing country of origin based on total cost.

The report segments the worldwide electronics assembly value into seven unique markets.

**Automotive**  
**Communications**  
**Computers/Peripherals**  
**Consumer Electronics**  
**Industrial**  
**Medical**  
**Aerospace/Military/Other Transportation**

The Worldwide OEM Electronics Assembly Market



**New Venture Research (NVR)** has followed the electronics assembly industry for over 20 years with its research reports that focus on all aspects of this industry. **The Worldwide OEM Electronics Assembly Market - 2012 Edition** is a peerless database that analyzes the 2011 electronics assembly market on a worldwide basis. It is developed by studying almost 300 leading OEM electronics companies in 49 different product categories and their manufacturing activities in 42 different countries. Moreover, the report examines the electronics assembly market by outsourced subcontractor versus in-house assembly by the OEM company.

The following production data is given for the leading OEMs within each product/market segment.

**COGS Assembly Revenue**  
**Electronics COGS Assembly Revenue**  
**Outsourced/In-Housed Assembly Revenue**  
**Assembly Revenue by 42 Countries**  
**Assembly Revenue by 49 Products**

The leading OEMs for each segment are chosen not only for their size, but also for their leadership within their industry segment, growth potential, profitability, and inclination to outsource electronics assembly.

**The Worldwide OEM Electronics Assembly Market - 2012 Edition** will provide you with critical information you need on this significant market. The database is delivered by email as a single-user Excel file and sells for \$3,495. An extra single-user license is \$250 and a corporate license is \$1,000.

## About the Author

**Randall Sherman**, president of New Venture Research Corp., a California market research and business consulting firm focused on the EMS and OEM electronics manufacturing industries, serves as principal analyst for this database. Mr. Sherman has more than 20 years' experience in technology and business research. He began his career as a telecom network design engineer. He has held senior positions at various market research firms, including Creative Strategies and Frost and Sullivan. Mr. Sherman holds an MSEE from the University of Colorado and an MBA from the Edinburgh School of Business.

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## Database Tables

### Worksheet 1: Automotive

- Automotive Engine Controls
- Automotive Instruments
- Automotive Safety
- Automotive Entertainment
- Total Automotive
- Automotive Summary

### Worksheet 2: Communications

- Mobile Phones
- Infrastructure
- Other Phones
- Enterprise LANs
- Wireless LANs
- DSL/Cable Modems
- PBX/Key Systems
- Carrier-Class
- Other Communications
- Total Communications Summary

### Worksheet 3: Computer/Peripherals

- Notebooks
- Desktops
- Tablets
- Servers
- Workstations
- ESS
- Monitors
- Printers
- E-Readers
- Other Computer
- Total Computer Summary

### Worksheet 4: Consumer Electronics

- Analog TV
- Digital TV
- MP3
- Other Audio
- Games
- Set-Top Boxes
- Camcorders
- DVD/DVR
- Digital Cameras
- Personal Navigation
- Other Consumer
- Total Consumer Summary

### Worksheet 5: Industrial

- Process Control
- Test & Measurement
- Other Industrial
- Clean Energy
- Total Industrial Summary

### Worksheet 6: Medical

- Monitoring
- Therapeutic
- Diagnostics/Surgical
- Total Medical Summary

### Worksheet 7: Aerospace/Military/Other

- In-Flight Entertainment
- Navigation Systems
- Weapons
- C3 Systems
- Other Military
- Other Aerospace/Other
- Total Aerospace/Military/Other Summary

### Worksheet 8: Americas

- Total Production Assembly Value by Country
- EMS Assembly Value by Country
- In-House Assembly Value by Country
- Total Assembly Value by Market Segment/Product

### Worksheet 9: EMEA

- Total Production Assembly Value by Country
- EMS Assembly Value by Country
- In-House Assembly Value by Country
- Total Assembly Value by Market Segment/Product

### Worksheet 10: APAC

- Total Production Assembly Value by Country
- EMS Assembly Value by Country
- In-House Assembly Value by Country
- Total Assembly Value by Market Segment/Product

### Worksheet 11: World Total

- Total Production Assembly Value by Country
- EMS Assembly Value by Country
- In-House Assembly Value by Country
- Total Assembly Value by Market Segment/Product

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## Partial List of Companies Profiled

3M Healthcare	Boeing	Eastman Kodak	ITT Industries	Nikon	Schneider Electric
ABB	Bombardier	Eaton	Johnson & Johnson	Nintendo	Seagate
Abbott Labs	Bosch Group	Echostar	Johnson Controls	Nokia	Sega
Acer	BOSE	Electrolux	Juniper	Nokia-Siemens	Sharp
ADC	Boston Scientific	Embraer	JVC	Nortel	Siemens Healthcare
Adtran	Brocade	EMC	Kawasaki	Northrop Grumman	Smiths Group
Advantest	Brother Ind.	Emerson	Kenwood	Oce	Sony
Agfa-Gevaert	CR Bard	Epson	KLA Industries	Oki Electric	Sony Ericsson
Agilent	Canon	Ericsson	Konica Minolta	Olympus	Spirent
Airbus	Carl Zeiss	Extreme Networks	Konka Group	Omron	St. Jude Medical
Aisin Seiki	Casio	Founder	Kyocera	Option	Tatung
Alcatel-Lucent	Caterpillar	Fresenius	L-3	Oracle	TCL
Alcon	Changhong	Fuji	Lagardere	Pace	Thales
Alps Electric	China Putian	Fujitsu	Lenovo	Panasonic	Thomson
ALSTOM	Ciena	Funai	Lexmark	Pegatron	Thyseen Krup
Amazon	Cisco	Garmin	LG Electronics	Philips Medical	Tokyo Electron
Amtran	Compal	General Dynamics	Lite-On	Pioneer	Toshiba
Apple	Comverse	GE Healthcare	Lockheed	Pitney Bowes	TRW
Applied Materials	CONMED	Great Wall	Logitech	Polycom	Tyco
ARRIS	Continental	Haier	Magna Intl.	Q-Logic	United Technologies
ASML	Covidian	Harmon Intl.	Matsushita	Quanta Computer	UTStarcom
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Avaya	Deere Co.	Hisense	Mitel	ResMed	Vtech
B. Braun	Dell	Hitachi	Mitsubishi	Ricoh	Western Digital
BAE Systems	Delphi	Honda	Motorola Mobility	RIM	Wincor Nixdorf
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		Ingersoll			
		Invensys			

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The Worldwide OEM Electronics Assembly Market - 2012 Edition (2011 database)

\$3,495

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