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# OEM Electronics Manufacturing in China – 2021 Edition

**A New Report Focusing on the Chinese  
OEM Electronics Market and its Key Suppliers**

## Report Highlights

- **Electronics Summary Forecasts, 2020–2025**
  - ◇ By Total Assembly Value
  - ◇ By Application Markets
  - ◇ By Manufacturing Source
  - ◇ By Geographic Region
  
- **China Political and Electronics Market Overview**
  - ◇ Geopolitical Overview
  - ◇ Economic and Foreign Policy Issues
  - ◇ US-China Trade Relations
  
- **China Market Electronics Forecasts, 2020–2025**
  - ◇ Total China Market and OEM Manufacturing Sector
  - ◇ OEM Suppliers
  - ◇ Industry Segmentation
  
- **Leading OEM Profiles**

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## Synopsis

After decades of massive investment by its central government, China has advanced from a nation regarded simply as a land of abundant, cheap labor, to the largest economy and exporter in the world. With a nominal GDP of more than \$14.7 trillion in 2020, second only to the United States, it is a powerhouse within the electronics sector. The 2020 value of the country's electronics industry reached nearly \$350 billion, accounting for a quarter of worldwide assembly value in 2020.

**OEM Electronics Manufacturing in China** is the newest market analysis report from New Venture Research (NVR) and provides a comprehensive look into the Chinese electronics market. After providing context through a detailed examination of the worldwide electronics marketplace, the report focuses on original equipment manufacturers (OEMs) operating in China. Data includes actual market results from 2020 and forecasts through 2025.

The purpose of the report is to provide business executives with insightful analysis of the major application trends affecting the electronics industry. It begins by detailing the worldwide electronics market, organized into seven major application segments: Computers, Communications, Consumer Electronics, Industrial, Medical, Automotive, and Commercial Aviation, Military/Defense, and Other Transportation. In addition, it surveys numerous specific electronics product markets, such as smartphones, tablets, PCs, TVs and other consumer products, and automotive components. The report then does a deep dive into the China electronics market, with the OEM market further detailed in terms of the seven major industry applications. Finally, the report provides details of the top 30 OEM suppliers in China, which together account for close to two thirds of the total market.

The 233 page report consists of five chapters as described on the next page. Starting with Chapter 3, the report presents an industry analysis of the broad economic and market trends driving the worldwide electronics industry. It also analyzes the market in terms of manufacturing sources—OEMs, ODMs and EMS—and in terms of major world regions—Americas, EMEA, APAC. Forecast tables provide both assembly value of each market and unit shipments of nearly 50 electronics market segments.

Chapter 4, describes China's overall market, including the differences between OEMs, ODMs and EMS firms before focusing on the OEM market and suppliers. It also forecasts the OEM market in terms of the major industry application segments. Finally, Chapter 5, presents detailed profiles of the 30 largest OEM suppliers operating in China. Half are headquartered in China, and half are international corporations with a major manufacturing presence in China. Each profile also includes major China-based subsidiaries and manufacturing facilities.

OEM Electronics Manufacturing in China—2021 Edition establishes NVR's leadership in analyzing electronics markets and semiconductor industry around the world. This report is an effective analysis tool for any company interested in competing in China or with companies already manufacturing products there. This report is available now and sells for \$3,995 and is delivered by email as a single-user PDF file. Extra single-user licenses sell for \$500 each and a corporate license is available for an additional \$1,500. With the purchase of the report, an Excel spreadsheet containing every table and graphic may be obtained for an additional \$1,000 and a printed copy for \$250.

## About the Author

**Jerry Watkins** is an independent senior analyst with more than 20 years of direct experience in the field of market research and consulting. He has worked for leading research companies such as Frost & Sullivan, Lucid Information Services, and NSI Research, both in management and as a writer. Mr. Watkins has authored many syndicated reports, in the telecommunications and office automation sectors and more recently in the semiconductor industry including IC packaging and merchant embedded computing. He holds two university degrees; a B.A. in History and an M.A. in International Studies, but he feels that market research best fulfills his lifelong passion for inquiry into difficult subject matter and making it comprehensible to a wide audience. Mr. Watkins has lived and worked in Silicon Valley for most of his career.

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