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Darnell Group

NEWS

Converging Product Demands and Emerging Markets are Reshaping the External AC-DC Power Market

Corona, California, April 19, 2011 – The global market for external ac-dc power supplies is experiencing conflicting changes that are reshaping this large and important area of power conversion. In the case of the traditional “3Cs” applications (communications, computer and consumer), there is a convergence among average wattages and package styles demanded by a typical system. At the same time, there are emerging applications that are demanding higher-wattage power supplies (100W and more).

“The convergence of wattages among the so-called 3-Cs applications is driving both the highest unit sales and the fastest unit growth rates into the two lowest-wattage categories, less than 5W and 5-10W,” observed Richard Ruiz, an analyst with Darnell Group. “On the other hand, the largest monetary sales opportunities will be found in the two highest-wattage categories, 51-100W and greater than 100W, for the next five years.” he continued.

“This report delves deeply into the changing dynamics and resulting shifts in opportunities within 27 application sub-segments. It presents detailed analysis of unit sales, pricing trends and monetary sales and is a ‘must read’ analysis for everyone involved in this market,” Ruiz concluded.

The external power supply market is projected to see considerable growth over the next five years. New power architectures, smaller form factors, more efficient designs and improved power management technology, combined with growing application demand, is expected to create new opportunities. Led by the communications, computer, consumer, portable medical and building/lighting segments, the external power supply industry will experience a number of significant opportunities and threats, as manufacturers scramble to produce products designed for the latest demanding high-tech applications.

The worldwide external power supply (EPS) market is projected to grow from \$9.3 billion in 2011 to \$14.0 billion in 2016, a compounded annual growth rate (CAGR) of 8.5%. The worldwide EPS unit market is expected to grow at an even faster pace, increasing from 2.7 billion units to over 5.0 billion units, a CAGR of 13.0% over the same period. For the purpose of this report, the worldwide market includes three regions: North America, Europe and Asia. Each of the major application segments is broken down further into sub-segments: Communications (mobile phones, cordless phones, modems and professional two-way radios); Computing (flat panel monitors, tablets, handheld computers, LAN equipment, notebook/netbook computers, portable barcode/RFID readers, printers and Wi-Fi access points); and Consumer (camcorders, digital cameras, gaming devices, LCD TVs, portable media MP3/MP4, portable video/DVD, power tools, professional video recorders, personal navigation devices, pico projectors, ebooks, and wireless charging pads). Two additional sub-segments in the “others” category include lighting (LEDs) and EMerge-compliant power servers.

Over 65 tables, graphs and illustrations are presented in this report covering the external power supply market for 27 applications and three regions: North America, Europe and Asia. The focus of this comprehensive analysis provides decision makers with a detailed and insightful look at the current and future opportunities available in the external power supply market.

Darnell Group is the leading source for worldwide strategic information covering the full spectrum of power electronics, energy storage and generation. The company specializes in the economic/business analysis of emerging power markets and technologies. Complete information on the Tenth Edition of “External AC-DC Power Supplies: Worldwide Forecasts” is available at: <http://www.darnell.com/externalacdc/>

