



Global Markets and Technologies for Sensors

Jul 2014 • IAS006F

Use this report to:

- Analyze the various applications of sensors and the markets for such applications, with special emphasis on the new products being developed and the markets for these products.
- Gain information about the new developments taking place in the sensor industry with respect to continuous improvements in environmental performance.
- Learn about the market for various types of sensors as well as the technologies they employ.



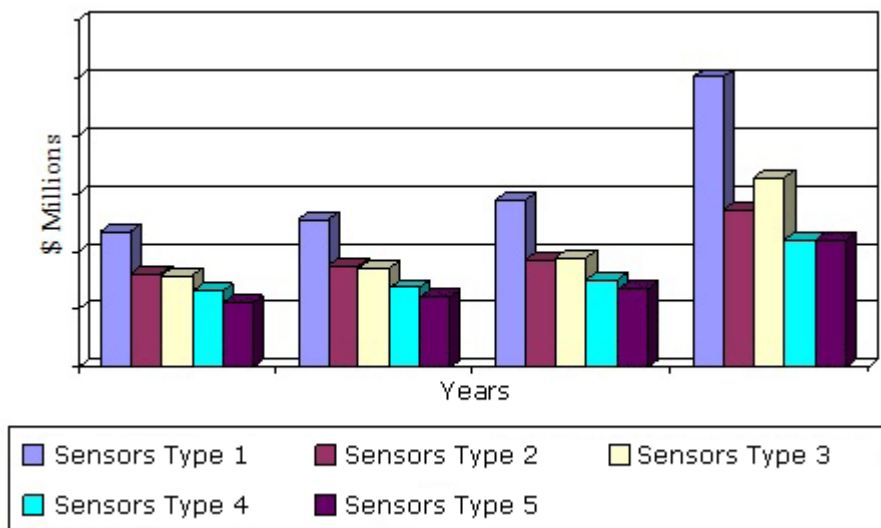
Highlights


The global market for sensors was valued at \$79.5 billion in 2013 and is expected to increase to \$86.3 billion in 2014, \$95.3 billion in 2015, and to nearly \$154.4 billion by 2020, a compound annual growth rate (CAGR) of 10.1% over the five-year period from 2015 through 2020.

This report provides:

- An overview of the global market for sensors in various applications, including biosensors, chemical sensors, image sensors, flow sensors, and level sensors.
- Analyses of global market trends, with data from 2013, and projections of compound annual growth rates (CAGRs) through 2020.
- Explanations of the role of sensors in various applications, the technology and innovation behind sensor development and production, and major market trends both in terms of region and application sector.
- Comprehensive company profiles of major players.

SAMPLE FIGURE
GLOBAL MARKET FOR SENSORS BY TYPE, 2013-2020
(\$ MILLIONS)



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Source: BCC Research

Introduction & Scope

INTRODUCTION

Sensors convert physical phenomena into quantities measurable by a data acquisition system and thus are an important part of any measurement and automation application. Sensors are being used in an increasing number of industries and applications, while continually opening new fields of application. Today's production technologies, modern vehicles, innovative medical devices, smart power supply systems and building technologies are inconceivable without sensors. Advanced electronic control systems provide sensor users ongoing advances in sensor accuracy, reliability, response time, robustness, miniaturization, communications capability and efficiencies. Sensors also continue to improve in quality as they become more specific and robust. They are often smarter and impart more information and yet they are becoming less expensive because of improved production methods.

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Sensors are found in most areas of life today. The need for sensors is increasing dramatically with the ongoing boom in smart mobile communication technologies and tablet PCs. Many companies are already researching novel types of sensors for these applications. Mobile phones with face recognition are just around the corner. Cell phones with integrated spectrometers to measure food freshness are no longer inconceivable, even though today they seem rather futuristic.

STUDY GOAL AND OBJECTIVES

This report studies and highlights the role of sensors in various applications, explains the technology and innovation behind sensor development and production, and gives a market overview, analyzing major market trends both by region and by application. In addition, the report studies in detail the new developments taking place in the sensor industry with respect to continuous improvements in environmental performance. The report analyzes the market for various types of sensors as well as for the technologies they employ. The market for various emerging technologies in sensors as well as the new products utilizing these technologies is reviewed in the report.

The report also analyzes the various applications of sensors in detail and the markets of such applications, with special emphasis on the new products being developed and the markets for these products. Along with the development of new products, research and development is taking the sensor technology to new heights, and a close look into such technologies has been made in the report.

REASONS FOR DOING THE STUDY

For any company to succeed in a competitive market, product opportunities must be identified from the viewpoint of company's strengths. This necessitates an understanding of the size and growth rate of any opportunity and the competitive atmosphere in which the company exists. This report presents the ideal medium to understand the various exciting and growing opportunities in the field of sensors and the various types of applications, and will help prospective manufacturers, distributors and even users to understand and espouse this growing field.

INTENDED AUDIENCE

This report is intended to help:

- Marketing managers to identify newer market opportunities and develop targeted promotional plans for sensors and related products.
- Research and development professionals to stay on top of competitor initiatives and explore demand for sensors and to develop new products suited for newer applications.
- Advertising agencies working with clients in the sensor industry to understand the products and to develop messages and images that will influence consumers to purchase these products.
- Business development executives to understand the dynamics of the market and identify possible new markets.
- Information and research center librarians to provide market researchers and brand and product managers with the information they need to do their jobs more effectively.

SCOPE AND FORMAT

The report has been prepared in a clear, easily understandable format with a number of tables and charts/figures. The scope of the report includes a detailed study of global and regional markets for various types of sensors and their applications including the rationale given for variations in the growth of the industry in certain regions.

This report covers only conventional sensors, such as pressure, temperature, level, flow and position sensors, and does not cover unconventional types of sensors, such as pointing sensors (e.g., touch screens and touch-pads, barcode readers and RFID readers for identification purposes, remote-readout and intelligent power meters, gas and water meters and remote-readout heat meters).

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METHODOLOGY

Both primary and secondary research methodologies were used in preparing this report. Initially, a comprehensive and exhaustive search of the literature on sensors was conducted. These sources include sensor journals and related books, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports and other publications. A patent search and analysis were also conducted. Subsequently, telephone interviews and email correspondence was conducted with marketing executives, product sales engineers, international sales managers, application engineers and other personnel of sensor companies. Other sources included sensor magazines, academics, technology suppliers, technical experts and consulting companies.

INFORMATION SOURCES

The primary information sources include manufacturers and suppliers of sensors and associated products around the world, raw material suppliers for manufacture of these products, major users of these products, research organizations, governmental agencies, trade associations and various equipment suppliers. Additional secondary research of sources, such as databases, trade literature, specialized journals and government statistics, were researched while compiling this report.

ANALYST'S CREDENTIALS

The analyst who compiled this report, Srinivasa Rajaram, is a mechanical engineer with more than 40 years of experience in designing factory layouts and setting up factories. He has established factories for the production of weighing machines and dynamic balancing machines in India and has experience in the design, production and servicing of that equipment. He was senior vice president of M/S Schenck Avery Ltd., an Indo-German joint venture, and established the electronics department for manufacturing various types of electronic weighing and dynamic balancing equipment. He has authored several technology market research reports for BCC Research.

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