



MICRO-TECH CONSULTANTS

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GLOBAL SWITCHING POWER SUPPLY INDUSTRY 2021 REPORT

Strategies for A Changing Market for

AC-DC Switchers & DC-DC Converters

2020, the year of the COVID-19 pandemic turned out to be the year of contradiction; while the global industry declined in the economic activity, the power supply industry grew significantly. This report provides an explanation of this Paradox of the Pandemic with hard data. The power supply industry did better because most people stayed at home and employees worked from home to avoid contact from fellow humans and purchased large quantities of electronic equipment suitable for home-based work, activities and entertainment. Power supplies followed suit. Though world economies declined significantly, its impact on different sectors has been quite different. Even the impact on the overall electronic industry seems muted with different industries performing differently. While some like the commercial airline industry declined significantly, electric vehicles remained relatively healthy. In addition to COVID-19 pandemic, significant uncertainty and unpredictability remains due to tariffs and trade wars. Due to diverse nature of the power supply applications, some will be impacted more severely than the others. The report explores identifiable market niches for growth and profits, for the tactical decision making and strategic planning.

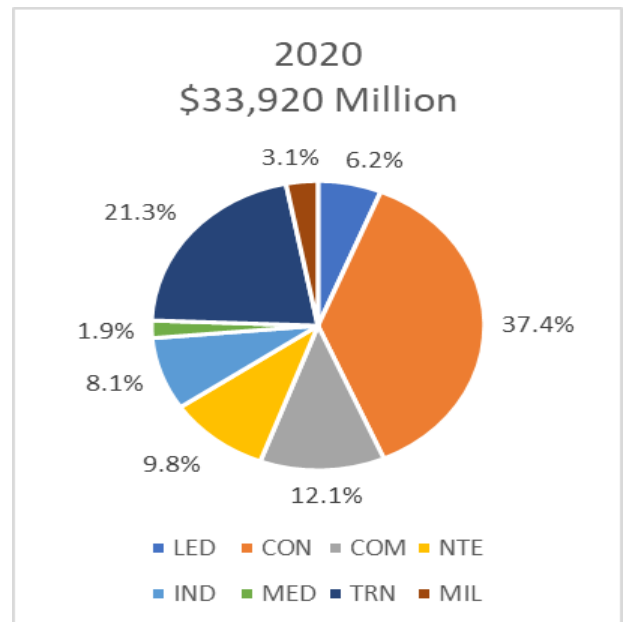
The comprehensive report provides detail information about products/marketing/business perspectives that includes:

- Total market: 2020: \$45,060 million
- Merchant market: 2020: \$33,920 million
- Short and long term trends in products and markets
- Emerging trends
- Competitive analysis
- Analysis of various business models

Global Consumption of
Switching Power Supplies
Merchant + Captive



Global Consumption of
Merchant Switching Power Supplies
Market Segments



GLOBAL SWITCHING POWER SUPPLY INDUSTRY 2021 REPORT

MTC's Global Switching Power Supply Industry Report published annually, provides the state of the power supply industry and trends of the future. It includes a detailed market forecast, technology and applications trends and competitive analysis. The report provides a macro picture of the industry and micro analysis of the market development for decision making and strategic planning. The report includes Global Power Supply Market Analysis in the following areas:

- Products: AC-DC Switchers & DC-DC Converters
- Regions: Americas, EMEA—Europe, Middle East & Africa. APAC—Asia/Pacific & ROW-Rest of the World
- Markets:
 - LED—LED Lighting
 - CON—Consumer/Retail Equipment
 - COE—Computer/Office Equipment
 - NTE—Networking/Telecom Equipment
 - IND—Industrial/Instrumentation Equipment
 - MED—Medical Equipment
 - TRN—Transportation Systems: Road, Rail, Marine & Commercial Aviation
 - MIL—Military/Aerospace Equipment
- Applications: CON: Cell Phones...; COE: Servers/Storage...; NTE: Routers...; IND: Factory Automation...
- Output Power:
 - AC-DC Switchers: 0-150W; 150-300W; 300-500W; 500-750W & 750W+
 - DC-DC Converters: 0-50W; 50-100W; 100-150W; 150-250W & 250W+
- Output Voltage: 1.2VDC; 2.5VDC; 3.3VDC; 5VDC; 12VDC; 24VDC; 48VDC...
- Input Voltage:
 - AC-DC: Universal Input
 - DC-DC: 48VDC; 24VDC; 12VDC; 5VDC
- Output Current: DC-DC: 5A; 10A; 25A; 50A; 100A; 100A+
- Product Design: DC-DC: Isolated; Non-isolated (POLs)
- Packaging: DC-DC: FB; HB; QB; EB; SB; 1x1; 1x2
- Emerging Trends in:
 - New Markets
 - Power Architecture
 - Product Models
 - Business Models

The Report is available in two versions:

Detail Version (\$3,990): Provides a detail market and application information on each market, for each product category for each geographic region. It is meant for multinational companies who participate in world's major geographic markets.

Standard Version (\$2,490): provides detail information about global markets and overviews of Americas, EMEA & APAC regions. The Standard Version is sufficient for companies who need detailed global information with an overview of specific regions.

For more information, contact MTC@

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9.0 Competitive Analysis

Overview

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- Advanced Energy/Artesyn Embedded Power
- Astrodyne TDI Corp. (AstrodyneTDI)
- Bel Power Products (Bel Power)
- Chicony Power (Chicony)
- CINCON Electronics (CINCON)
- Cosel, Inc. (Cosel)
- Crane Aerospace & Electronics
 - ELDEC
 - Interpoint
 - ST Keltec
- Delta Electronics, Inc. (Delta)
- Enedo Oyj. (Enedo)
- ERP Power LLC. (ERP)
- Flex™ (FlexPower)
- FRIWO AG
- FSP Group
- Lite-On Technology Corporation (Lite-On)
- MEAN WELL Enterprises Co. (MEAN WELL)
- MORNSUN GUANGZHOU SCIENCE & TECHNOLOGY CO. LTD. (MORNSUN)
- Murata Power Solutions (Murata)
- NetPower Technologies, Inc. (NetPower)
- Phihong Technology Co. (Phihong)
- Salcomp Oy (Salcomp)
- Sanken Power Systems (Sanken)
- Shenzhen Megmeet Electrical Co. (Megmeet)
- SL Power Electronics (SL Power)
- SynQor Inc.
- TDK-Lambda
- TT Electronics
- Vicor Corp.
- XP Power Plc.

10.0 Appendix

- Methodology & Organization

Micro-Tech Consultants (MTC) was founded in 1984 by Mohan Mankikar: MBA; MSCS; MEEE; BEEE

Its focus has been market research, analysis and consulting in the power supply industry. It produces an annual switching power supply industry report that includes AC-DC switchers and DC-DC converters. It provides consulting services to various clients that include merchant and captive power supply companies, power component manufacturers, electronic equipment manufacturers (OEMs) and financial institutions interested in investing in the power supply industry. In last twenty four years, Micro-Tech Consultants (MTC) has been the most recognized and widely quoted power supply market research company in the world. Its name and data have been used by many public companies and leading electronic trade publications.

MTC is an active member of PSMA.

Mr. Mankikar has over 40 years of experience in the power supply industry. He is the President of Micro-Tech Consultants (MTC), which provides market research and consulting services in the power supply industry. He was previously employed by Lambda Electronics, one of the largest standard power supply manufacturer and Gnostic Concepts, a leading technical market research/consulting organization of its time. Mr. Mankikar has given presentations and seminars at various organizations on the power supply industry. He wrote "**Power Technologies**" column for Electronic Engineering Times for twelve years. He published a widely-read "**Power Electronics Industry Newsletter**" for twenty four years.

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PURCHASE ORDER

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