

# POWER MANAGEMENT ICs IN PORTABLE DEVICES

## Markets, Vendors, Technologies and Integration Trends

### ABSTRACT

This report provides a comprehensive analysis of market trends in power management ICs for battery-powered portable devices. This landmark report is segmented into eight Sections addressing the market, applications, products, and technologies.

[Section Two](#) provides the key findings and implications which serve as an executive summary.

[Section Three](#) introduces the twelve key portable device types and provides insights into their power management IC content. The selected device types account for more than 90% of the total market for power management ICs in portable devices.

[Section Four](#) introduces the methodology that we used to generate the 2008 and the 2008-2013 data for power management ICs in portable devices.

[Section Five](#) provides detailed market estimates for power management ICs in portable devices. These include the total market by twelve portable device types and eleven power applications common to all portable devices, as well as a bill of materials (BOM) for each portable device type.

[Section Six](#) focuses on fourteen select analog IC vendors and their competitive positions as an illustration of current strategies that address business opportunities in power management ICs in portable devices.

[Section Seven](#) introduces the eleven power applications in portable devices and provides insights into IC product types used in those applications.

[Section Eight](#) focuses on power management IC products and IC integration strategies for each of the eleven power applications. This unique section introduces an important product planning concept and methodology which is a prerequisite for assessing market opportunities and their technology implications in power management ICs.

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