

Issue No. 342 2nd Quarter 2021 May 2021

# April Sales Up +43.4% Bookings up +71.5%

### Regional Performance:

Worldwide year-to-date sales increased +28.1%.

At +31.6% YTD, China is exhibiting the highest growth. North America trailed the industry at +21.5%. Comparisons to prior year are quite easy in the first half of 2021.

Europe's YOY increase in sales at 70.4% tops the charts! The real eye-opener, however, was Europe's 133.8% YOY increase in bookings!

### 2021 Currency Impact:

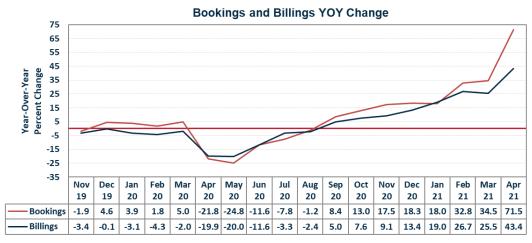
The dollar starts the year significantly weaker against the euro, the yen, and the yuan. The industry grew at +22.4% YOY in April in local currencies versus +28.1% in USD. Connector sales are -5.7 percentage points lower when expressed in local currencies.

Industry Outlook - 2021: Connector industry demand is soaring. In the first four months, orders are up +40.8%YTD and sales are up +28.1%.

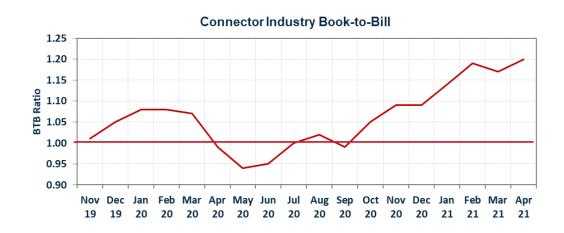
## Merger and Acquisition Services Buy & Sell-Side

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April bookings were up +71.5% from 2020. Sales for the month were up +43.4% YOY. Sequentially, bookings and billings were down slightly from March. Year-to-date sales are up 28.1%.



The book-to-bill ratio in April rose to 1.20 as orders continued to strengthen. YTD, the book-to-bill ratio is 1.18. The strong order growth guarantees an outstanding first half for 2021.



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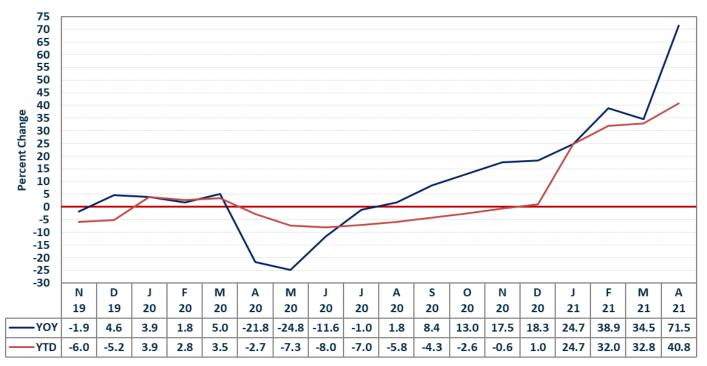


# **Booking Highlights and Conclusions**

# Sequential, Year-Over-Year, and Year-To-Date Bookings Percentage Change – 2019/2020/2021

		Sequential		`	Year-Over-Yea	ır		Year-To-Dat	e
Month	2019	2020	2021	2019	2020	2021	2019	2020	2021
Jan	1.0%	0.2%	2.3%	-3.7%	3.9%	24.7%	-3.7%	3.9%	24.7%
Feb	7.7%	5.5%	17.7%	-6.2%	1.8%	38.9%	-5.0%	2.8%	32.0%
Mar	-4.5%	-1.4%	-3.5%	-6.8%	5.0%	34.5%	-5.6%	3.5%	32.8%
Apr	-2.2%	-27.2%	-2.8%	-8.8%	-21.8%	71.5%	-6.4%	-2.7%	40.8%
May	6.9%	2.9%		-7.0%	-24.8%		-6.5%	-7.3%	
Jun	-8.9%	7.0%		-9.0%	-11.6%		-6.9%	-8.0%	
Jul	2.8%	15.2%		-8.4%	-1.0%		-6.9%	-7.0%	
Aug	7.8%	10.7%		-5.2%	1.8%		-6.6%	-5.8%	
Sep	-7.1%	-0.9%		-4.3%	8.4%		-6.4%	-4.3%	
Oct	0.6%	4.7%		-6.6%	13.0%		-6.4%	-2.6%	
Nov	10.8%	15.2%		-1.9%	17.5%		-6.0%	-0.6%	
Dec	-7.8%	-7.2%		4.6%	18.3%		-5.2%	1.0%	

# **Bookings - YOY and YTD**



- April bookings rose +71.5% year-over-year.
- Orders decreased -2.8% sequentially.
- The book-to-bill ratio for April rose to 1.20 and 1.18 YTD.

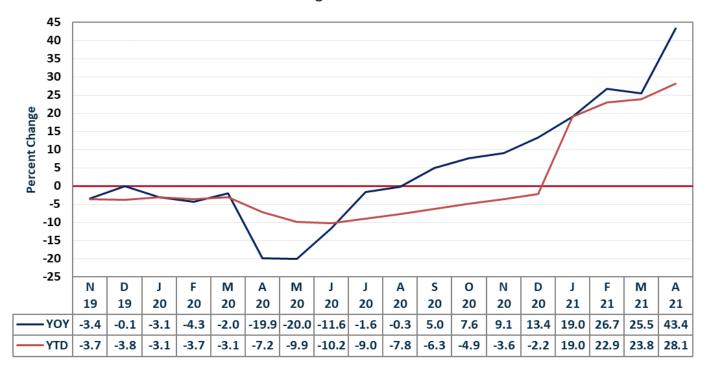


# **Billing Highlights and Conclusions**

# Sequential, Year-Over-Year, and Year-To-Date Billings Percentage Change – 2019/2020/2021

		Sequential		`	Year-Over-Yea	r		Year-To-Dat	:e
Month	2019	2020	2021	2019	2020	2021	2019	2020	2021
Jan	0.3%	-2.8%	-1.6%	-1.0%	-3.1%	19.0%	-1.0%	-3.1%	19.0%
Feb	6.8%	5.5%	12.6%	-2.5%	-4.3%	26.7%	-1.8%	-3.7%	22.9%
Mar	-3.2%	-0.9%	-1.1%	-2.4%	-2.0%	25.5%	-2.0%	-3.1%	23.8%
Apr	-3.7%	-21.2%	-5.2%	-5.4%	-19.9%	43.4%	-2.8%	-7.2%	28.1%
May	9.0%	8.8%		-4.3%	-20.0%		-3.1%	-9.9%	
Jun	-4.2%	5.8%		-4.2%	-11.6%		-3.3%	-10.2%	
Jul	-2.0%	9.0%		-3.1%	-1.6%		-3.3%	-9.0%	
Aug	7.0%	9.0%		-4.9%	-0.3%		-3.5%	-7.8%	
Sep	-2.9%	1.7%		-3.7%	5.0%		-3.4%	-6.3%	
Oct	-4.1%	-1.0%		-6.9%	7.6%		-3.7%	-4.9%	
Nov	9.8%	11.4%		-3.4%	9.1%		-3.7%	-3.6%	
Dec	-11.2%	-7.7%		-0.1%	13.4%		-3.8%	-2.2%	

# Billings - YOY and YTD



- April billings grew +43.4% YOY.
- Billings are up +28.1% for the year.
- Sequentially billings decreased -5.2%.



# **Regional Performance**

# **April 2021 Bookings**

Region	Sequential	YOY	YTD
NA	-0.4%	79.2%	33.8%
Europe	-6.2%	133.8%	57.0%
Japan	2.5%	39.4%	28.9%
China	-1.1%	36.8%	35.3%
AP	-2.7%	57.1%	37.1%
ROW	-13.0%	93.5%	46.7%
Total	-2.8%	71.5%	40.8%



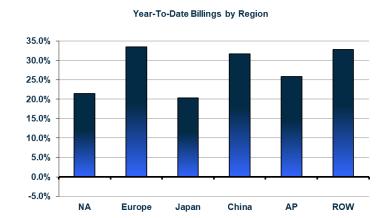
- April bookings increased +40.8% YTD. The strong bookings performance in April should lead to a very healthy 2Q21.
- Year-over-year, all regions experienced double-digit growth, with Europe outpacing ROW and North America. All YOY growth numbers reflect new record highs!
- Year-over-year comparisons are easy because COVID-19 started having a negative impact on demand in 2020.



# **Regional Performance**

# **April 2021 Billings**

Region	Sequential	YOY	YTD
NA	-4.2%	45.7%	21.5%
Europe	-8.0%	70.4%	33.5%
Japan	-5.5%	26.7%	20.3%
China	-5.1%	30.1%	31.6%
AP	0.5%	29.5%	25.8%
ROW	-9.7%	43.5%	32.8%
Total	-5.2%	43.4%	28.1%

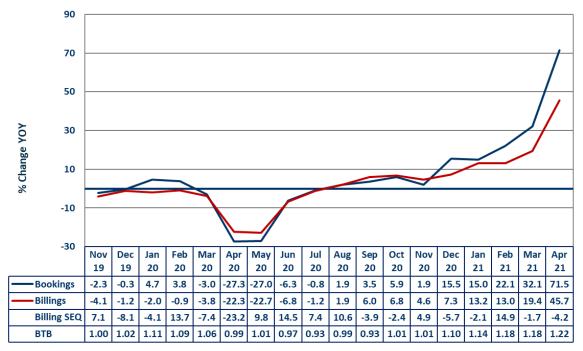


- April connector sales growth increased +43.4% YOY as demand for electronic products and automobiles accelerated.
- Year-over-year, all regions experienced double-digit growth, with Europe growing the most of any region at +70.4%, followed by ROW.
- Sequentially, sales decreased in five regions.
- While 2021 should see strong sales growth, head-winds still prevail in the second quarter, especially
  in the automotive and telecom markets where semiconductor shortages will put downward pressure
  on connector sales growth.
- The second quarter, however, has very easy comparisons because sales were down significantly in each corresponding month in 2020.



**North America:** The following chart displays the year-over-year percentage change in bookings and billings for the last 18 months. The monthly book-to-bill (BTB) ratio is also displayed.

North America Bookings and Billings Year-Over-Year Percentage Change & Book-To-Bill Ratio



### **North America Performance**

- Sales grew +45.7% and orders were up +71.5% YOY in April. North American billings were down sequentially -4.2%. The book-to-bill remained strong at 1.22.
- Industrial production increased 16.5% YOY in April.
- April Manufacturing PMI was 61.5, setting a new record.
- US unemployment increased to 6.1% in April.
- Retail sales in the US increased 51.2% in April YOY, the largest increase on record.
- The annual inflation rate in the US in April increased 4.2%, the highest reading since September 2008.
- US automotive sales in April were up 110.6% YOY on strong sales and easy comparisons.

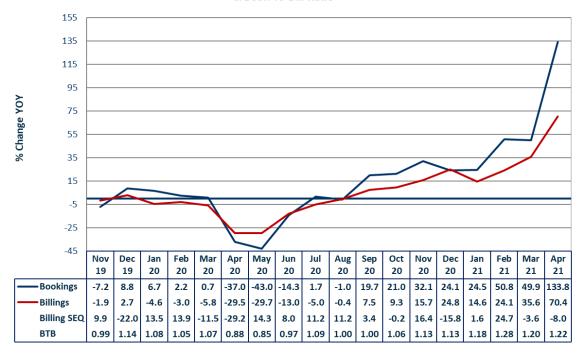
# **Conclusions**

The US economy is running strong, but the inflation bug is waking up with the annual rate in April hitting 4.2%, well above the predicted 3.6%. Everything from gas prices to food prices to home prices (all consumer goods) are going up dramatically. Initially, this will be good for the economy and the connector industry. Eventually, these higher prices will cause the Federal Reserve Board to cool off the economy with higher rates to the banks which will negatively impact the economy, the stock market and the connector industry.



**Europe:** The following chart displays the year-over-year percentage change in bookings and billings for the last 18 months. The monthly book-to-bill ratio is also displayed.

Europe Bookings and Billings Year-Over-Year Percentage Change & Book-To-Bill Ratio



# **Europe Performance**

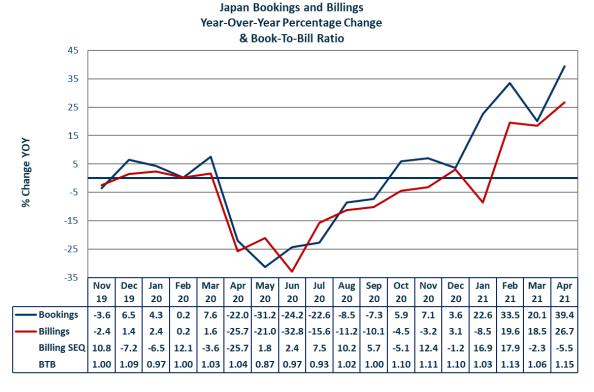
- YOY billings grew +70.4%, the eighth consecutive positive reading. Orders were up +133.8%, and the book-to-bill ratio strengthened to 1.22. Sequentially, sales were down -8.0%.
- 1Q21 GDP for the Euro Area shrank 1.8% YOY and declined 0.6% from the prior quarter. The area's largest economies, Germany, Italy, Spain, and the Netherlands fell back into contraction territory while France had some growth.
- Euro area industrial production increased 10.9% in March YOY, the most on record.
- At 62.8 in May, the manufacturing PMI was down slightly from last month.
- March retail sales increased 12.0% YOY and increased 2.7% sequentially.
- Euro area new car registrations surged 356% YOY in April and were down 25% from March.
- Business confidence rose to 1.13 in April from 0.31 in March.

### Conclusions

The European countries are continuing to have COVID resurgences which is putting a damper on their economies. The combined GDPs contracted 1.8% YOY in 1Q21. This generally does not bode well for their connector industry. The connector industry, however, appears to be running stronger than the economies. Europe has had strong connector bookings and billings for the last six months due to easier comparisons. The automotive industry, Europe's largest connector market, had strong sales in April although down sequentially from March.



**Japan:** The following chart displays the year-over-year percentage change in bookings and billings for the last 18 months. The monthly book-to-bill ratio is also displayed.



### **Japan Performance**

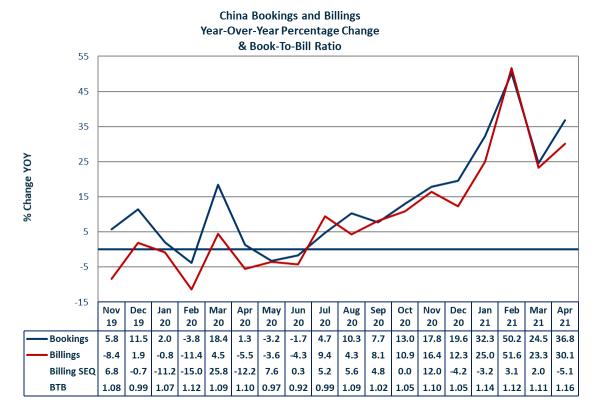
- Bookings were up +39.4% in April. Sales increased +26.7%. Sequentially, sales were down -5.5%. Japan's book-to-bill ratio rose to 1.15.
- 1Q21 GDP contracted 1.3% QoQ, following two quarters of growth. The YOY performance data has not yet been released.
- Industrial production increased 3.4% year-over-year in March, the first positive result since mid-2019.
- February retail sales were up 5.2% YOY.
- The unemployment rate fell to 2.6% in March.
- Exports jumped 38.0% YOY in April. Exports to China rose 33.9%. Exports of machinery was up 40.3%.
- The April manufacturing PMI fell to 52.5 from 53.6 in the prior month.

### **Conclusions**

Japan's economy contracted for five consecutive quarters on a YOY basis through 4Q20. This ongoing weak performance will weigh down their connector industry results. Their booking and sales performance, in the last three months, primarily reflects easy comparisons to the poor results in 2020.



**China:** The following chart displays the year-over-year percentage change in bookings and billings for the last 18 months. The monthly book-to-bill ratio is also displayed.



### **China Performance**

- Sales and orders, year-over-year, increased +30.1% and +36.8%, respectively. The BTB was 1.16. Sequentially, sales declined -5.1%.
- 1Q21 GDP increased +0.6% QoQ. This is the lowest QoQ increase since their contraction of -9.3% in 1Q20, a strong indicator their economy is slowing down.
- Industrial production increased 9.8% YOY in April. Production growth is slowing YOY across all major industries.
- China's manufacturing PMI rose to 51.9 in April from 50.6 in March.
- Retail sales grew 17.7% YOY in April, due to strong sales and easy comparisons from 2020.
- China's auto sales were up 8.6% in April YOY, the 13th consecutive monthly gain.
- Exports from China were up 32.3% YOY in April. Exports to the US were up 31.2%.

### **Conclusions**

China's industrial production and retail sales into their home markets continue to grow. This bodes well for connector sales into their home market. Their economy, though still growing YOY, is starting to slow on a sequential basis.

For the last seven months, China has posted double-digit year-over-year growth in both connectors sales and orders. This growth has allowed China to continue to take connector market share from other regions of the world.



**Asia Pacific:** The following chart displays the year-over-year percentage change in bookings and billings for the last 18 months. The monthly book-to-bill ratio is also displayed.



### **Asia Pacific Performance**

- Orders were up +57.1% in April and sales rose +29.5% YOY. The book-to-bill ratio declined to 1.20. Sequential sales increased +0.5%.
- India's industrial production grew 22.4% YOY in March due to easy comparison to 2020. Exports surged
  to 195.7% YOY in April to their highest level ever. India is current experiencing the largest surge in COVID19 cases recorded by them during this pandemic.
- South Korea's 1Q21 GDP grew 1.8% YOY and was up 1.6% QoQ. Industrial production grew 4.7% YOY in March and declined 0.8% sequentially. Exports increased 41.1% YOY in April. Exports to the US were up 43% and were up 31.7% to China. Exports of chips rose 30.2%.

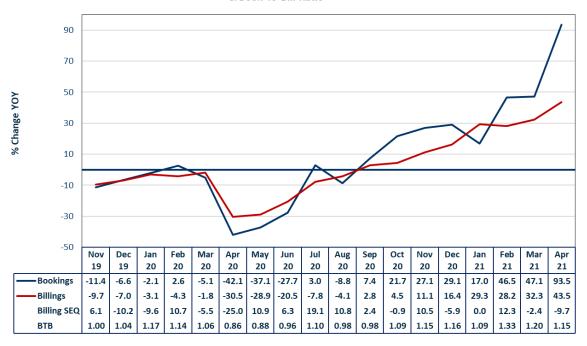
### **Conclusions**

India is not fairing well in dealing with the pandemic's economic effects, while South Korea had a much smaller contraction. India will likely have lower industrial production gains in April and May due to the current surge of COVID-19. South Korea's GDP grew 1.8% in Q1. Their connector sales have a positive outlook.



**Rest of World:** The following chart displays the year-over-year percentage change in bookings and billings for the last 18 months. The monthly book-to-bill ratio is also displayed.

ROW Bookings and Billings Year-Over-Year Percentage Change & Book-To-Bill Ratio



## **Rest of World Performance**

- Orders and sales increased +93.5% and +43.5% YOY, respectively, in April. Sequentially, sales in the region contracted -9.7%. The book-to-bill ratio rose to 1.15.
- Brazil's industrial production increased 10.5% YOY in March, the highest annual change since June 2010.
   The inflation rate rose to 6.76% in April, the fastest rate of inflation since November 2016. The manufacturing PMI decreased to 52.3 in April.
- Russia's 1Q21 GDP contracted 1.0% YOY. Industrial production increased 7.2% YOY and declined 4.5% sequentially in April. Exports increased 19.0% in March. The inflation rate decreased to 5.5% YOY in April. The unemployment rate declined to 5.2% in April from 5.4% the previous month.

### **Conclusions**

Both Brazil and Russia continue to have growth in their connector industries and are outperforming their economies. Given their starting points, both countries will show YOY connector industry growth in 2021.

The ROW connector industry has grown in double digits for the last six months primarily from easy comparison to 2020.



# **Industry Outlook - 2021**

Connector demand is soaring:

- April orders were up +71.5%. We believe that is the largest year over year increase ever recorded in the connector industry.
- April sales were up +43.4% which is also probably an industry record.

Obviously, much of this increase in connector demand is directly related to pent up demand created by the COVID-19 pandemic and the shutdown of business activity. Based on early results, the second quarter of 2021 is probably going to result in new records being set for bookings and billings. Consider the following table.

Second Quarter 2021
Bookings & Billings YOY Change

	Bool	kings	Billings		
Month	2020	2021	2020	2021	
April	-21.8%	71.5%	-19.9%	43.4%	
May	-24.8%		-20.0%		
June	-11.6%		-11.6%		
Total	-19.4%		-17.2%		

The second quarter of 2020 resulted in orders down -19.4% and sales down -17.2% which creates very easy comparisons for 2Q21. Already, April orders are up significantly. As noted, because of the significant decline in May of 2020, we are optimistic that May and June results will also be outstanding.

We also expect the third and fourth quarters of 2021 to result in good demand. However, the second half of 2020 was the beginning of the turnaround in connector demand we are now experiencing. Thereafter, year-over-year comparisons become more difficult.

### Bishop Forecast - 2021

Historically, 2008 to 2020, the first four months account for 31.97% of the full year sales.

**Average 13 Years Percent of Annual Sales** 

	% Annual Sales
January	7.54%
February	8.40%
March	8.21%
April	7.82%
Total	31.97%



The industry had connector sales of \$19,061 million in 1Q21 and \$5,908 million in April. Year-to-date, sales are \$24,969 million. Assuming historical averages hold up, the industry would ship \$78,104 million in connectors in 2021. This would be an increase of +24.5% over 2020 sales of \$62,727 million.

YTD April Sales	\$24,969
Historical % of Sales	31.97%
Full Yr 2021 Sales	\$78,104
Full Yr 2020 Sales	\$62,727
Sales Increase	\$15,377
% Change	24.50%

\$ Millions

Historically, it is possible that the industry could achieve a +24.5% growth rate. We believe it is more likely we will achieve growth in the +15.0% range. This is primarily because we have more difficult comparisons in the second half of 2021 and there are many uncertainties going forward.

# Connector Industry Quarterly Sales Results/Forecast 2019, 2020, & 2021

	2019	2020	YOY	2021	YOY
Quarter	Actual	Actual	Change	Forecast	Change
1Q	\$15,890	\$15,397	-3.1%	\$19,061	23.8%
2Q	\$16,097	\$13,333	-17.2%	\$17,333	30.0%
3Q	\$16,475	\$16,689	1.3%	\$18,335	9.9%
4Q	\$15,707	\$17,308	10.2%	\$17,407	0.6%
Total	\$64,169	\$62,727	-2.2%	<b>\$72</b> ,136	15.0%

\$ Million, Bishop ©2021 Red=Forecast

It is important to remember that current industry sales are up +28.1% through April. One could easily argue that our current forecast is too conservative and may be on the low side of possibilities for industry sales in 2021. We will continue to watch where the monthly numbers go and keep you advised.



# 2021 YTD Currency Impact on Regional Industry Growth

The dollar began the year weaker against the euro, the yen, and the yuan in March 2021. The following table measures the impact for April 2020 versus April 2021 and shows results for these three currencies.

# Local Currency to One USD April 2020 versus April 2021

Currency	2020	2021	% Change
Euro	0.9094	0.8312	9.4%
Yuan	108.5422	106.7361	1.7%
Yen	7.0030	6.4942	7.8%

Europe, China, and Japan account for approximately 60% of world connector sales. Currency fluctuation to the US dollar can have a significant impact on our reporting of sales performance in US dollars.

The following table shows April year-over-year sales performance by region in US dollars and local currencies.

# Industry Sales Performance April 2021 USD-vs-Local Currencies

Region	U.S.\$	Local Currency
North America	21.5%	21.5%
Europe	33.5%	22.0%
Japan	20.3%	18.3%
China	31.6%	22.1%
Asia Pacific	25.8%	25.8%
ROW	32.8%	32.8%
World	28.1%	22.4%

World connector sales are 5.7 percentage points lower when stated in local currencies rather than in US dollars, putting industry performance at +22.4% in April. (versus +28.1% in US dollars). This is the result of the continued weakening of the US dollar compared to these currencies.



# **Industry News**

# Apple Still Battling iPad Pro Delays

Apple Inc is grappling with continued supply chain constraints for its new high-end iPad Pro, potentially compounding an already month-and-a-half wait for the company's priciest tablet. The latest iPad Pro goes on sale in May, but buyers might not be able to get their hands on one until well into July. The primary issue: Producing the 12.9-inch model's new MiniLED screen has so far been challenging. Apple's production partners are still struggling to produce the more intricate screens in larger quantities. During its most recent earnings call, Apple executives said that the company expects to miss out on as much as US\$4 billion in revenue this quarter due to a combination of "very, very high" demand and semiconductor shortages that are affecting many industries. Last quarter, the device generated US\$7.8 billion for Apple, the most for that quarter since 2013.

# Senate Weighs Investing \$120 Billion in Science to Counter China

This legislation has drawn bipartisan support amid the coronavirus pandemic as Democrats and Republicans have become increasingly concerned about Beijing's supply chain dominance. An expansive bill that would pour \$120 billion into jump-starting scientific innovation by strengthening research into cutting-edge technologies is barreling through the Senate, amid a rising sense of urgency in Congress to bolster the United States' ability to compete with China. At the heart of the sprawling legislation, known as the Endless Frontier Act, is an investment in the nation's research and development into emerging sciences and manufacturing on a scale that its proponents say has not been seen since the Cold War. The Senate voted 86 to 11 to advance the bill past a procedural hurdle, with Democrats and Republicans united in support, and a vote to approve, along with a tranche of related China bills, is expected. The nearly 600-page bill has moved swiftly through the Senate, powered by intensifying concerns in both parties about Beijing's chokehold on critical supply chains. The coronavirus pandemic has exposed the risks of China's dominance, as health care workers have confronted medical supply shortages and a global semiconductor shortage has shut American automobile factories and slowed shipments of consumer electronics.

# **Taiwan Sees Worsening Shortages of Notebooks**

Notebook shortages in Taiwan have worsened due to a recent surge in COVID-19 infections in Taiwan that has shot up stay-at-home needs. The sources pointed out that notebook demand from Taiwan's e-commerce platforms and enterprises has soared, especially for models with 15-inch and above display and high-power CPUs. Research firm IDC's figures show Taiwan's PC shipments were 2.44 million units in 2020, up 4% on year. PC peripherals such as earphones, microphones and monitors have also seen sales increasing. Since brand vendors still put their supply priority in North America and Europe, notebook supply in the Asia market is still short of demand by around 60-70%.

## Rising TV Prices to Affect Demand in 2H21

With TV prices continuing rising, the global TV market and related supply chains will face more pressure in the second half of 2021, according to industry sources. The increases in TV prices have been reflecting rising panel prices since June 2020. Quotes for 32-inch panels have moved up 150%, those for 43-50- and 55-inch models have more than doubled, and those for 65- and 75-inch ones have gained 30-60%, indicated the sources. Chinese TV brands have raised the quotes of their domestic prices by more than 30% on average since the third quarter of 2020, said the sources, adding that Chinese vendors have also hiked their prices for overseas shipments since the first quarter of 2021 depending on different market conditions. The price increases will eventually affect demand for TVs in the end market in the second half of 2021, said the observers, adding TV vendors should refocus their competition, enhance the value of their products.



## Gartner Says Global Chip Shortage Expected to Persist Until Second Quarter of 2022

The worldwide semiconductor shortage will persist through 2021, and is expected to recover to normal levels by the second quarter of 2022, according to Gartner, Inc. The chip shortage started primarily with devices, such as power management, display devices and microcontrollers, fabricated on legacy nodes at 8-inch foundry fabs, which have a limited supply. The shortage has now extended to other devices, and there are capacity constraints and shortages for substrates, wire bonding, passives, materials, and testing, all of which are parts of the supply chain beyond chip fabs. These are highly commoditized industries with minimal flexibility/capacity to invest aggressively on a short notice.

# Fisker and Foxconn Sign Deal to Build Electric Vehicles

Electric car startup Fisker signed an agreement with Foxconn, the Taiwanese company that assembles iPhones, to co-develop and manufacture a new electric vehicle. Production on the car, which will be sold under the Fisker brand name in North America, Europe, China, and India, will begin in the U.S. by the end of 2023. The new vehicle will be priced under \$30,000, according to Fisker, who touted the uniqueness and innovation of his car's designs. Fisker will also begin production on its first model, Ocean, an electric SUV, in Europe by the end of next year. The company also intends to release a prototype of Ocean at the Los Angeles Auto Show later this year.

# **Top-5 Notebook Vendors See Combined Shipments Drop 4% in April**

Despite seeing strong demand from the education and enterprise sectors, the global top-5 notebook brands (not including Apple) still saw their combined shipments slip 4% on month in May, due to component shortages. The top-3 ODMs' combined April notebook shipments went down 8% on month. Wistron was the only ODM with an on-month shipment increase in April thanks to a US-based client beginning volume shipments of its new enterprise notebooks.

# Manufacturers are Spending Big to Prevent a Repeat Chip Shortage

As the world grapples with a shortage of semiconductors, South Korea's chipmakers are spending large amounts of money to shore up their production in the decade ahead. Samsung and SK Hynix announced plans to expand their investments in semiconductors through 2030 by allocating tens billions of dollars of new money to the sector. Samsung said that it will spend another 38 trillion Korean won (\$34 billion) on production logic chips, the brains that power computers. That brings its total spend on the business to 171 trillion won (\$151 billion) over the period, including commitments announced in 2019.

## Global Smartphone Shipments to Decline in 2Q21 According to Digitimes Research

Some first-tier brands, including Xiaomi, Oppo and Vivo, are likely to see their smartphone shipments decline in the second quarter of 2021 due to shortages of semiconductor components, according to Digitimes Research. Global smartphone shipments enjoyed a 47% on-year growth in the first quarter of the year thanks to a rebound in consumer demand in the wake of an easing of virus impacts and a lower base recorded a year earlier. Samsung Electronics, Apple and Xiaomi were the top three vendors in the first quarter. Samsung saw its shipments grow 15.9% on year to 75 million units in the first quarter, outpacing Apple to recapture the number one title in the vendor rankings. Apple was second with its shipments totaling 56 million units, which represented a 49.5% increase from a year earlier. Chinese brands Oppo and Vivo also ramped up their shipments significantly in the first quarter. Xiaom, Oppo and Vivo have been gearing up their efforts, including the launch of more entry-level 5G models, to grab market share relinquished by Huawei. On the other hand, Huawei's shipments were almost halved in the first quarter from a year earlier as the firm has run out it inventory for parts and components. Shipments from Honor, a spin-off brand from Huawei, were still far from satisfactory as its supplies parts and components were affected by large-scale procurement by rival vendors. For all of 2021, global smartphone shipments are likely to reach 1.35-1.4 billion units or comparable to the figures achieved in 2019, Digitimes Research estimates.



# Foxconn Launches Mass Hiring Drive in China as Output in India Sinks

Foxconn is expanding its recruitment at several plants in China and offering higher bonuses for candidates and middlemen, which experts say could be groundwork for moving some production to China from India, where output has been severely affected by the seemingly uncontrollable COVID-19 outbreak in the South Asian country. Factories in Taiyuan, North China's Shanxi Province and Zhengzhou, Central China's Henan Province are offering a one-time bonus from 5,000 (\$777) up to 7,000 yuan for those who work up to at least 90 days.

# Toyota Unfazed by Chip Shortage and Forecasts a Rebound in Profit

Toyota forecast its profit would bounce back to pre-pandemic levels this year, as the world's biggest automaker exuded confidence it can tackle a global chip shortage that has stung its rivals. Japan's top automaker, which has been stockpiling the semiconductors that are used in everything from engine maintenance to car safety and entertainment systems, said on Wednesday it is not seeing any major short-term impact from the shortage which has been baked into its forecasts. The upbeat forecast for the full fiscal year reinforces Toyota's robust growth momentum that saw its March-quarter profit almost doubling and deepens a performance divergence with its rivals, who are battling billions of dollars of lost revenue due to the chip shortage. Toyota almost doubled its fourth-quarter operating profit to 689.8 billion yen, beating an estimate of 641.5 billion yen from 10 analysts compiled by Refinitiv. Toyota expects renewed demand in the United States, its biggest market, to drive that recovery and forecast overall sales to grow 6.4% to 10.55 million vehicles for the year.

### iPhone Output at Foxconn Down Amid COVID-19

The production of iPhone 12 in India at the Foxconn factory unit has slowed down and almost stop as 50% of its workers have found to be covid positive. Because of this, the workers had to leave their jobs resulting in the production to be slumped. The Foxconn facility is located in the state of Tamil Nadu and it produces iPhones specifically and exclusively for India. India is the second largest market for iPhones in the world. The second wave of COVID that hit the country in the month of March 2021 continued to worsen in May. Tamil Nadu too is one of the worst hit states in the country. The state government of Tamil Nadu has imposed complete lockdown in the state that started Monday, May 17, 2021. All the shops and public transport will be shut down to minimize the spreading infections.

# Gartner Survey Reveals Most CEOs Anticipate an Economic Boom Rather Than Stagnation Over the Next Two Years

More CEOs anticipate an economic boom (60%) than stagnation (40%) in 2021 and 2022, according to a recent survey of CEOs and senior executives by Gartner, Inc. Most respondents (35%) anticipate returning to or exceeding 2019 revenue levels as early as this year. The annual Gartner 2021 CEO Survey was conducted between July 2020 to December 2020 among 465 actively employed CEOs and other senior business executives in North America, EMEA and APAC across different industries, revenue and company sizes.

### Tablet and Chromebook Shipments Continue to Surge During the First Quarter, According to IDC

While much of the world is still dealing with the COVID-19 pandemic, sales of tablets and Chromebooks remain on fire. Tablets had an outstanding first quarter of 2021 (1Q21) with 55.2% year-over-year growth and shipments totaling 39.9 million units, according to preliminary data from the International Data Corporation Worldwide Quarterly Personal Computing Device Tracker. Growth of this magnitude has not been seen since the third quarter of 2013 when the tablet market grew by 56.9% year over year. While Chromebooks and tablets can serve different customers, both remain in high demand. Chromebook shipments totaled 13 million units in 1Q21, up from 2.8 million in the first quarter of 2020. Previously, schools around the world had shown a strong preference for the tablet form factor due to its low cost and easy manageability. However, the rising



popularity of Chromebooks is quickly leaving little room for tablets in markets such as the United States, Western Europe, and more recently, Japan.

# China 5G Smartphone Shipments to Top 100 million Units in Jan-May

A total of 91.27 million 5G smartphones were shipped to the China market in the first four months of 2021, according to data from the China Academy of Information and Communications Technology (CAICT).

Thanks to the rollouts of new models by Chinese brands, including Huawei, Xiaomi, Oppo and Vivo, the cumulative 5G phone shipments through May in China are likely to reach over 100 million units, industry observers estimated.

In April alone, smartphone shipments totaled 26.97 million units in China, down 34% from a year earlier. For the first four months of 2021, smartphone shipments in China reached 123 million units, up 39% on year.

Shipments of 5G models came to 21.42 million units in April, accounting for nearly 80% of total shipments in the month.

Apple's iPhone 12 and iPhone 11 series products, including a new color of iPhone 12 mini, enjoyed brisk sales in China in April, totaling 2.7 million units or 10% of the market share, up from 8% seen a month earlier.

Apple's iPhone shipments in China are likely to grow by a double-digit rate on year to 8-8.5 million units in the second quarter of 2021, the observers estimated.

## **Global Semiconductor Shortage**

Despite ongoing concerns around semiconductor shortages the PC market continues to be one of the many consumer technology markets that is thriving. According to a new forecast from the International Data Corporation (IDC) Worldwide Quarterly Personal Computing Device Tracker, shipments of PCs are expected to grow 18.1% in 2021 with shipments of just over 357 million units. While IDC still expects PC growth to drop slightly in 2022 (-2.9%), the overall five-year compound annual growth rate (CAGR) remains positive at 3%.

The **2021 World Cable Assembly Market** report offers an indepth analysis of this growing and thriving industry. The worldwide cable assembly market will grow at a compound annual rate of 5.9% from 2021 to 2026. We are in the midst of a receding pandemic which is severely rocking the economies of the world. Regional GDP growth and regional market sector performance were primary drivers for the projections of the industry contraction/growth. Worldwide market share in the cable assembly market is beginning to stabilize and the shift overseas has slowed. The fastest growing market segment is Telecom/Datacom with a five-year CAGR of 7.8%. This market growth is primarily the result of the need for expanded



network infrastructure and conversion to 5G. The automotive market, the largest cable assembly market sector, will also continue to grow, after the 2020 downturn, and will spur growth in the industrial sector during the forecast period. After two decades of strong growth, China's cable assembly industry is now the largest in the world holding a market share of 30.8% in 2020. Will China continue to grow, however?

This 17-chapter, 214-page report provides a detailed analysis in US dollars for the years 2020 through 2026, by region, end-use equipment sector and cable assembly type. Our analysis is provided numerically and graphically, allowing the reader to easily view and understand upcoming trends.

The **2021 World Cable Assembly Market** report includes analyses of important factors impacting the worldwide cable assembly market, as well as the economic trends and technology affecting each market sector within individual regions.

Benefits realized from this report include:

- A better understanding, in US dollars, of the size of the cable assembly market by region, market sector and product type.
- Insight into five-year growth rates by region, market sector and product type, allowing the reader to adjust, or realign, current business strategies to maximize future sales potential.
- A greater appreciation for the underlying economic elements that are driving and shaping the various market sectors.

The following tables and graph, with numbers redacted, show the type of analysis included in this report.

# World Cable Assembly Market by Region 2020 to 2026

								5 Year
Region	2020	2021	2022	2023	2024	2025	2026	CAGR
North America	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	0.0%
Europe	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	0.0%
Japan	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	0.0%
China	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	0.0%
Asia Pacific	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	0.0%
Rest of World	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	0.0%
Total	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	0.0%

\$ Millions

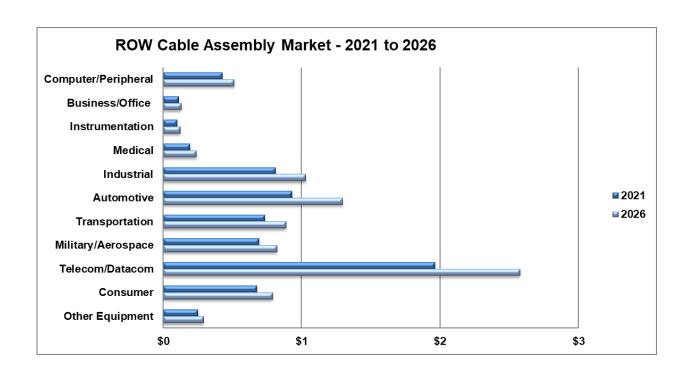
# World Cable Assembly Market Market Share by Region – 2020 to 2026

								5 Year
Region	2020	2021	2022	2023	2024	2025	2026	CAGR
North America	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Europe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Japan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
China	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asia Pacific	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rest of World	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

# World Cable Assembly Market by Market Sector 2020 to 2026

Total Market								5 Year
Market Sector	2020	2021	2022	2023	2024	2025	2026	CAGR
Computer/Peripheral	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Business/Office Equipt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Instrumentation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Medical	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Industrial	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Automotive	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Transportation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Military/Aerospace	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Telecom/Datacom	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Consumer	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Other Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%

\$ Millions



World Cable Assembly Market by Product Type 2021

2021 Total Market	PCB	Rect- angular	A.	Circular	Telephone	Fiber Optics	Heavy Duty	Power/Hi Voltage	Appl. Specific	Other	
Market Sector	P	Reang	Ľ	Circ	Telep	를 용	Ę P	Pow Volt	Ap	ğ	Total
Computer/Peripheral	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Business/Office Eqpt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Instrumentation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Medical	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Industrial	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Automotive	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Transportation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Military/Aerospace	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Telecom/Datacom	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Consumer	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

\$ Millions

The following table of contents shows the detail provided in this new report.

### **Table of Conto**

### Chapter 1 - Scope, Objectives, and Methodology

#### Chapter 2 - Executive Summary

#### **Worldwide Tables**

Worldwide Cable Assembly Market by Region - 2020 to 2026 Worldwide Cable Assembly Market - Market Share by Region Worldwide Cable Assembly Market - Market Sector Performance

Worldwide Cable Assembly Market - Year-Over-Year Growth

### Chapter 3 - Introduction - World Cable Assembly Market

### The World Cable Assembly Market by Region

Worldwide Cable Assembly Market by Region - 2020 to 2026 Worldwide Cable Assembly Market by Region - Year-Over-Year Growth

Worldwide Cable Assembly Market by Region - Market Share by Region

Worldwide Cable Assembly Market by Region - Market Value by Region, 2020 to 2026

Worldwide Cable Assembly Market by Region - Value by Market Sector, 2020 to 2026

Worldwide Cable Assembly Market by Region - Share by Market Sector, 2020 to 2026

Worldwide Cable Assembly Market by Region - Year-Over-Year Growth by Sector, 2021 to 2026

# The World Economy and the Cable Assembly Market

Projected Annual GDP Growth - 2011 through 2030

Key Statistics for the Top 25 Countries, Descending Order by Gross Domestic Product

Consumer Confidence

## **Summary of Trends Impacting the Industry**

### Chapter 4 - World Cable Assembly Market by Market Sector by Region

Worldwide Cable Assembly Market

Worldwide Cable Assembly Market Value by Market Sector 2020 to 2026

Worldwide Cable Assembly Market Share by Market Sector - 2020 to 2026

Total Cable Assembly Market Value - 2020 versus 2026

North American Cable Assembly Market

European Cable Assembly Market

Japanese Cable Assembly Market

Chinese Cable Assembly Market

Asia Pacific Cable Assembly Market

Rest of World Cable Assembly Market

Summary of Regional Market Sector Trends

### Chapter 5 - Cable Assembly Market by Region by Product Types and Market Sector

### **World Market Tables**

2021 World Market Value for Cable Assemblies by Market Sector by Product Type

2021 World Market Value for Cable Assemblies

Percent of Market-by-Market Sector by Product Type

2026 World Market Value for Cable Assemblies by Market Sector by Product Type

2026 World Market Value for Cable Assemblies

Percent of Market-by-Market Sector by Product Type

### Chapter 5 - Cable Assembly Market by Region by Product Types and Market Sector

2021-2026 World Market Value for Cable Assemblies Percent of Total Market by Product Type World Market by Product Type by Market Sector - Delta 2020 to 2026

#### North American Market Tables

2021 North American Market Value for Cable Assemblies by Market Sector by Product Type

2026 North American Market Value for Cable Assemblies by Market Sector by Product Type

### **European Market Tables**

2021 European Market Value for Cable Assemblies by Market Sector by Product Type

2026 European Market Value for Cable Assemblies by Market Sector by Product Type

### Japanese Market Tables

2021 Japanese Market Value for Cable Assemblies by Market Sector by Product Type

2026 Japanese Market Value for Cable Assemblies by Market Sector by Product Type

#### **Chinese Market Tables**

2021 Chinese Market Value for Cable Assemblies by Market Sector by Product Type

2026 Chinese Market Value for Cable Assemblies by Market Sector by Product Type

### Asia Pacific Market Tables

2021 Asia Pacific Market Value for Cable Assemblies by Market Sector by Product Type

2026 Asia Pacific Market Value for Cable Assemblies by Market Sector by Product Type

### **ROW Market Tables**

2021 ROW Market Value for Cable Assemblies by Market Sector by Product Type

2026 ROW Market Value for Cable Assemblies by Market Sector by Product Type

### Chapter 6 - Computers and Peripherals Market for Cable **Assemblies**

Computers & Peripherals Market for Cable Assemblies - 2020 to

Computers & Peripherals Market for Cable Assemblies Market Share for 2020 to 2026

Computers & Peripherals Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Computers & Peripherals Market by Product Type 2020 to 2026

Overall Computer & Peripheral Market Sector Trends North American Market by Product Type 2020 to 2026

European Market by Product Type 2020 to 2026

Japanese Market by Product Type 2020 to 2026

Chinese Market by Product Type 2020 to 2026

Asia Pacific Market by Product Type 2020 to 2026

ROW Market by Product Type 2020 to 2026

Trends and Comments by Cable Assembly Type

### Chapter 7 - Business/Office Equipment Market for Cable Assemblies

Business/Office Market for Cable Assemblies - 2020 to 2026 Business/Office Market for Cable Assemblies Market Share 2020 to 2026

# Chapter 7 - Business/Office Equipment Market for Cable Assemblies (continued)

Business/Office Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Business/Office Market by Product Type 2020 to 2026 Overall Business/Office Market Sector Trends North American Market by Product Type 2020 to 2026 European Market by Product Type 2020 to 2026 Japanese Market by Product Type 2020 to 2026 Chinese Market by Product Type 2020 to 2026 Asia Pacific Market by Product Type 2020 to 2026 ROW Market by Product Type 2020 to 2026 Trends and Comments by Cable Assembly Type

### Chapter 8 - Instrumentation Market for Cable Assemblies

Instrumentation Market for Cable Assemblies - 2020 to 2026 Instrumentation Market for Cable Assemblies Market Share for 2020 to 2026

Instrumentation Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Instrumentation Market by Product Type 2020 to 2026 Overall Instrumentation Market Sector Trends North American Market by Product Type 2020 to 2026 European Market by Product Type 2020 to 2026 Japanese Market by Product Type 2020 to 2026 Chinese Market by Product Type 2020 to 2026 Asia Pacific Market by Product Type 2020 to 2026 ROW Market by Product Type 2020 to 2026 Trends and Comments by Cable Assembly Type

### Chapter 9 - Medical Market for Cable Assemblies

Medical Market for Cable Assemblies - 2020 to 2026

Medical Market for Cable Assemblies Market Share for 2020 to 2026

Medical Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Medical Market by Product Type 2020 to 2026 Overall Medical Market Sector Trends North American Market by Product Type 2020 to 2026 European Market by Product Type 2020 to 2026 Japanese Market by Product Type 2020 to 2026 Chinese Market by Product Type 2020 to 2026 Asia Pacific Market by Product Type 2020 to 2026 ROW Market by Product Type 2020 to 2026 Trends and Comments by Cable Assembly Type

### Chapter 10 - Industrial Market for Cable Assemblies

Industrial Market for Cable Assemblies - 2020 to 2026 Industrial Market for Cable Assemblies Market Share for 2020 to 2026

Industrial Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Industrial Market by Product Type 2020 to 2026 Overall Industrial Market Sector Trends North American Market by Product Type 2020 to 2026 European Market by Product Type 2020 to 2026 Japanese Market by Product Type 2020 to 2026 Chinese Market by Product Type 2020 to 2026 Asia Pacific Market by Product Type 2020 to 2026 ROW Market by Product Type 2020 to 2026 Trends and Comments by Cable Assembly Type

### Chapter 11 -Automotive Market for Cable Assemblies

Automotive Market for Cable Assemblies - 2020 to 2026 Automotive Market for Cable Assemblies Market Share for 2020 to 2026

Automotive Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Automotive Market by Product Type 2020 to 2026 Overall Automotive Market Sector Trends North American Market by Product Type 2020 to 2026 European Market by Product Type 2020 to 2026 Japanese Market by Product Type 2020 to 2026 Chinese Market by Product Type 2020 to 2026 Asia Pacific Market by Product Type 2020 to 2026 ROW Market by Product Type 2020 to 2026 Trends and Comments by Cable Assembly Type

### Chapter 12 - Transportation Market for Cable Assemblies

Transportation Market for Cable Assemblies - 2020 to 2026 Transportation Market for Cable Assemblies Market Share for 2020 to 2026

Transportation Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Transportation Market by Product Type 2020 to 2026 Overall Transportation Market Sector Trends North American Market by Product Type 2020 to 2026 European Market by Product Type 2020 to 2026 Japanese Market by Product Type 2020 to 2026 Chinese Market by Product Type 2020 to 2026 Asia Pacific Market by Product Type 2020 to 2026 ROW Market by Product Type 2020 to 2026 Trends and Comments by Cable Assembly Type

# Chapter 13 - Military/Aerospace Market for Cable Assemblies

Military/Aerospace Market for Cable Assemblies - 2020 to 2026 Military/Aerospace Market for Cable Assemblies Market Share for 2020 to 2026

Military/Aerospace Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Military/Aerospace Market by Product Type 2020 to 2026 Overall Military/Aerospace Market Sector Trends North American Market by Product Type 2020 to 2026 European Market by Product Type 2020 to 2026 Japanese Market by Product Type 2020 to 2026 Chinese Market by Product Type 2020 to 2026 Asia Pacific Market by Product Type 2020 to 2026 ROW Market by Product Type 2020 to 2026 Trends and Comments by Cable Assembly Type

### Chapter 14 - Telecom/Datacom Market for Cable Assemblies

Telecom/Datacom Market for Cable Assemblies - 2020 to 2026 Telecom/Datacom Market for Cable Assemblies Market Share for 2020 to 2026

Telecom/Datacom Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Telecom/Datacom Market by Product Type 2020 to 2026 Overall Telecom/Datacom Market Sector Trends North American Market by Product Type 2020 to 2026 European Market by Product Type 2020 to 2026 Japanese Market by Product Type 2020 to 2026 Chinese Market by Product Type 2020 to 2026

# Chapter 14 - Telecom/Datacom Market for Cable Assemblies (continued)

Asia Pacific Market by Product Type 2020 to 2026 ROW Market by Product Type 2020 to 2026 Trends and Comments by Cable Assembly Type

### Chapter 15 -Consumer Market for Cable Assemblies

Consumer Market for Cable Assemblies - 2020 to 2026 Consumer Market for Cable Assemblies Market Share for 2020 to 2026

Consumer Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Consumer Market by Product Type 2020 to 2026
Overall Consumer Market Sector Trends
North American Market by Product Type 2020 to 2026
European Market by Product Type 2020 to 2026
Japanese Market by Product Type 2020 to 2026
Chinese Market by Product Type 2020 to 2026
Asia Pacific Market by Product Type 2020 to 2026
ROW Market by Product Type 2020 to 2026
Trends and Comments by Cable Assembly Type

### Chapter 16 - Other Market for Cable Assemblies

Other Market for Cable Assemblies - 2020 to 2026 Other Market for Cable Assemblies Market Share for 2020 to 2026

Other Market for Cable Assemblies Year-Over-Year Growth for 2021 to 2026

Other Market by Product Type 2020 to 2026
North American Market by Product Type 2020 to 2026
European Market by Product Type 2020 to 2026
Japanese Market by Product Type 2020 to 2026
Chinese Market by Product Type 2020 to 2026
Asia Pacific Market by Product Type 2020 to 2026
ROW Market by Product Type 2020 to 2026

### Chapter 17 - Definitions

### **Cable Assembly Types**

Printed Circuit Board Cable Assemblies
Rectangular Cable Assemblies
RF Cable Assemblies
Circular Cable Assemblies
Telephone/Modular Cable Assemblies
Fiber Optic Cable Assemblies
Heavy Duty Assemblies
Power/High Voltage Assemblies
Application Specific Assemblies
Other Assemblies

# **End-Use Equipment Segments**

Computers & Peripheral Equipment
Business/Office/Education/Retail Equipment
Medical Equipment
Instrumentation Equipment
Industrial Equipment
Automotive
Transportation Electronics
Military/Aerospace
Telecom/Datacom
Consumer
Other Equipment

#### Regions of the World

# **To Order 2021 World Cable Assembly Market**



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# What's New ?

Bishop & Associates has recently completed several new research reports about the worldwide connector industry. A table of contents for each report can be found at <a href="https://store.bishopinc.com">https://store.bishopinc.com</a>.

Report P-799-21	World Cable Assembly Market (May 2021) NEW
Report P-410-21	Computer Server Market Trends and Connector Use 2020 – 2030 (May 2021) NEW
Report M-607-21	World Industrial Market for Connectors (April 2021) NEW
Report M-700-21	World Connector Market Handbook (April 2021) NEW
Report F-2021-01	Connector Industry Forecast (March 2021) NEW
Report M-510-21	World Telecom Connector Market 2020-2025 (January 2021)
Report M-1601-20	Top 50 Medical Interconnect Solutions Companies (December 2020)
Report P-675-20	High-Speed Copper & Fiber Optic Connectors (November 2020)
Report M-980-20	5G Infrastructure – How 5G is Impacting Infrastructure Hardware and Connector Buying Trends (September 2020)
Report M-121-20	2020 Top 100 Connector Manufacturers (August 2020)
Report M-1501-20	Medical Electronics Market for Interconnect Solutions (July 2020)
Report P-780-20	World RF Coax Connector Market 2020 (June 2020)
Report C-122-20	2020 Connector Industry Yearbook (June 2020)
Report M-799-20	2020 World Cable Assembly Market (May 2020)
Report M-4100-20	Non-Automotive Transportation Market for Connectors (February 2020)

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