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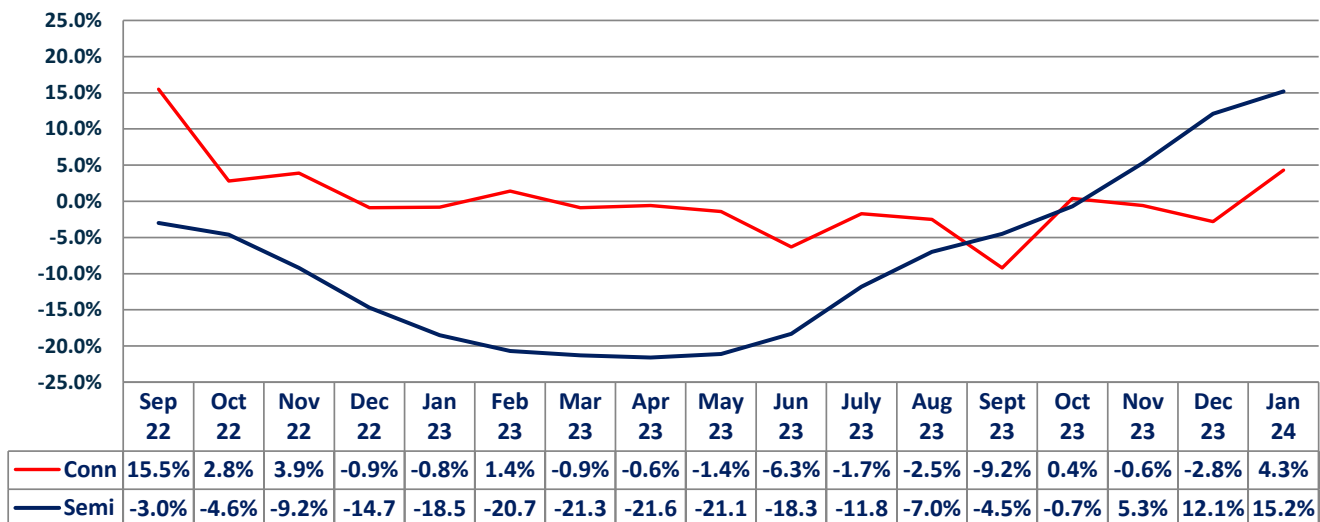
Connector Sales Up +4.3% in January Semis Up +15.2%

The Semiconductor Industry Association (SIA) reported January YOY sales of \$47.6 billion, up +15.2%. Year-over-year, the Americas grew +20.3%, China increased +26.6%, and Asia Pacific/All Other grew +12.8%, while Europe declined -1.3% and Japan -6.4%. Sequentially sales decreased -2.1% from December 2023 sales of \$48.7 billion.

Connector industry sales in January were up +4.3% from the prior year and increased +2.6% sequentially. Regionally for January, YOY sales decreased -0.8% in North America and -12.3% in Japan. YOY sales increased +0.8% in Europe, +19.5% in China, +1.1% in Asia Pacific, and +7.8% in ROW.

The following graph compares semiconductor sales performance to the connector industry since September 2022.

Monthly Sales Performance
Year-Over-Year



As the graph shows, semiconductor sales are experiencing a strong double-digit rebound, with semiconductor sales growth once again stronger than connector growth. That means semiconductor sales have outpaced connector sales now four months in a row!

The following table displays year-to-date performance, measured in US dollars, by geographic region for both components.

**Sales Performance
2024 January YTD**

	Semiconductors	Connectors
North America	20.3%	-0.8%
Europe	-1.3%	0.8%
Japan	-6.4%	-12.3%
China	26.6%	19.5%
Asia Pacific/Other	12.8%	1.1%
World	15.2%	4.3%

Source SIA & Bishop

Some interesting trends include:

- “The global semiconductor market started the new year strong, with worldwide sales increasing year-to-year by the largest percentage since May 2022,” said John Neuffer, SIA president and CEO. “Market growth is projected to continue over the remainder of the year, with annual sales forecast to increase by double-digits in 2024 compared to 2023.” Although still early in the year, employing historical averages for January, connectors are anticipated to increase somewhere between 17.7% and 4.5%, with the average showing sales up 11.4%.
- Because semi demand traditionally leads connector demand by several months, the continued strong double-digit growth in semiconductors in January was extremely optimistic news. Hopefully this signals the connector industry is also on the road to recovery.
- Although a recession was avoided in 2023, some economist, like David Rosenberg, head of Rosenberg Research fear a recession is four times more likely to occur in 2024 and “it’s just a matter of time as more signals kick in until the recession narrative comes back into focus.” As quoted in Business Insider, “real retail sales volumes are down 1.8% and industrial production is down 5.6% on an annual basis in the first quarter. The historical patterns show that such simultaneous contractions in real retail sales and production typically herald the arrival of an economic downturn.”

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