

Issue No. 389 1st Quarter 2025 March 2025

2025 Continues Positive Growth Orders and Sales Both Up

February bookings increased by +5.3% while billings increased +8.1%.

Regional Performance:

YOY, four of the six regions, North America, Japan, China, and Asia Pacific exhibited continued growth. The greatest growth was seen in China, where YOY billings increased staggering +35.2%, followed by Asia Pacific where sales increased +26.5%. Europe and ROW, like in January, were the only regions exhibiting a decline, with Europe showing a YOY decline of -5.2% and ROW a decline of -2.1%. See page 5.

Industry Backlog:

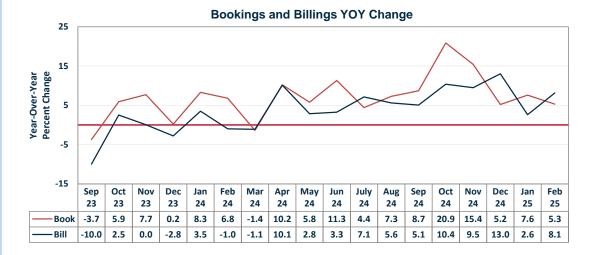
February backlog was \$21,287 million (10.7 weeks).

2025 Currency Impact:

The industry registered a YOY increase in sales in February 2025, of +5.4% in USD and a decrease in sales of -1.4% in local currency.

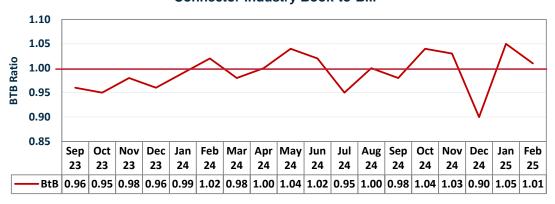
NEW BISHOP RESEARCH REPORT

Connector Market Handbook Research Report



The book-to-bill ratio in February was 1.01, down from 1.05 in January. This is the ninth month in the last 12 months where the book-to-bill has been 1.0 or better.

Connector Industry Book-to-Bill



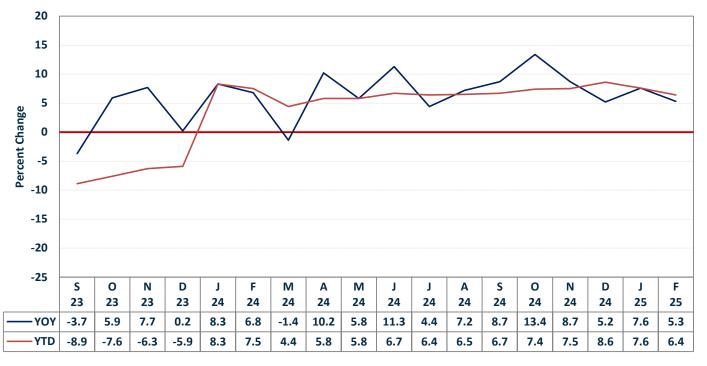


Booking Highlights and Conclusions

Sequential, Year-Over-Year, and Year-To-Date Bookings Percentage Change – 2023/2024/2025

		Sequential		,	Year-Over-Ye	ar		Year-To-Date)
Month	2023	2024	2025	2023	2024	2025	2023	2024	2025
Jan	-1.3%	9.1%	2.3%	-18.4%	8.3%	7.6%	-18.4%	8.3%	7.6%
Feb	10.1%	5.2%	5.5%	-13.8%	6.8%	5.3%	-18.4%	7.5%	6.4%
Mar	1.2%	-2.9%		-12.9%	-1.4%		-16.6%	4.4%	
Apr	-5.1%	3.2%		-9.7%	10.2%		-15.0%	5.8%	
May	13.5%	9.1%		-3.9%	5.8%		-12.8%	5.8%	
Jun	-12.7%	-6.8%		-10.3%	11.3%		-12.4%	6.7%	
Jul	0.3%	-5.8%		-0.3%	4.4%		-10.9%	6.4%	
Aug	9.2%	11.6%		0.7%	7.3%		-9.5%	6.5%	
Sep	-5.4%	-5.0%		-3.7%	8.7%		-8.9%	6.8%	
Oct	-3.2%	9.6%		5.9%	20.9%		-7.6%	8.1%	
Nov	11.8%	4.9%		7.7%	15.4%		-6.3%	8.8%	
Dec	-13.7%	-21.6%		0.2%	5.2%		-5.9%	8.6%	

Bookings - YOY and YTD



- February bookings increased +5.3% year-over-year.
- Orders increased +5.5% on a sequential basis in February.
- The book-to-bill ratio for February was 1.01, down from 0.1.05 in January.



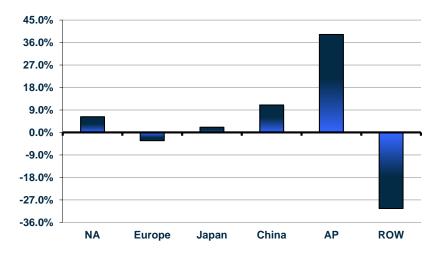
Regional Performance: BOOKINGS

February 2025 Bookings

-	J. J	 	

Region Sequential YOY YTD NA 0.3% 0.6% 6.3% 6.6% **Europe** 31.6% -3.3% Japan 20.3% 2.1% 2.1% China -21.5% -1.4% 11.0% AP 20.6% 48.1% 39.2% **ROW** 8.6% -39.9% -30.4% Total 5.5% 5.3% 6.4%





- Year-to-date, February bookings increased by +6.4%.
- Similar to January, YTD and year-over-year orders in February rose in four of the six regions, although different regions. The only region to decline both year-over-year and year-to-date, was the ROW region. North America, Europe, Japan, and Asia Pacific saw increases year-over-year, with Asia Pacific showing the most growth. Year-to-date, North America, Japan, China, and Asia Pacific saw increases, with Asia Pacific increasing the most at +39.2%.
- Year-over-year order growth has now been positive for 11 consecutive months.



Billing Highlights and Conclusions

Sequential, Year-Over-Year, and Year-To-Date Billings Percentage Change – 2023/2024/2025

		Sequential		,	Year-Over-Ye	ar		Year-To-Date	;
Month	2023	2024	2025	2023	2024	2025	2023	2024	2025
Jan	-3.1%	5.8%	6.0%	0.5%	3.5%	2.6%	0.5%	3.5%	2.6%
Feb	9.7%	2.8%	9.9%	-1.0%	-1.0%	8.1%	-0.3%	1.2%	5.4%
Mar	-0.9%	0.4%		0.3%	-1.1%		-0.1%	0.4%	
Apr	-7.9%	1.7%		-1.0%	10.1%		-0.3%	2.7%	
May	12.1%	4.3%		-0.6%	2.8%		-0.4%	2.7%	
Jun	-6.0%	-4.9%		-6.7%	3.3%		-1.5%	2.8%	
Jul	-1.7%	1.8%		-1.2%	7.1%		-1.4%	3.4%	
Aug	7.2%	5.8%		-2.8%	5.6%		-1.6%	3.7%	
Sep	-2.7%	-3.0%		-10.0%	5.1%		-2.6%	3.9%	
Oct	-2.1%	3.2%		2.5%	10.4%		-2.1%	4.5%	
Nov	7.9%	5.1%		0.0%	9.5%		-1.9%	5.0%	
Dec	-12.4%	-9.5%		-2.8%	13.0%		-2.7%	5.6%	

Billings - YOY and YTD



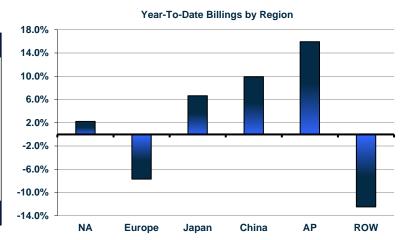
- February billings grew +5.4% year-to-date and +8.1% year-over-year.
- Sequentially, February billings increased +9.9%.
- Year-over-year sales growth has now been positive for 11 consecutive months and year-to-date for 14 consecutive months.



Regional Performance: BILLINGS

February 2025 Billings

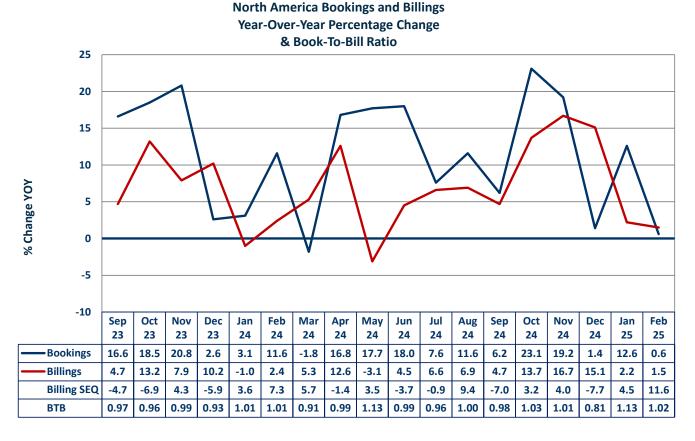
Region	Sequential	YOY	YTD
NA	11.6%	1.5%	1.9%
Europe	20.5%	-5.2%	-6.4%
Japan	13.3%	6.4%	6.5%
China	-1.6%	35.2%	21.2%
AP	3.0%	26.5%	21.0%
ROW	32.1%	-2.1%	-6.9%
Total	9.9%	8.1%	5.4%



- February connector sales increased by +8.1% compared to the same period last year.
- All regions except China saw a sequential increase, with ROW increasing the most at +32.1%, followed by Europe with growth of +20.5%.
- Year-over-year and year-to-date, four of the six regions saw an increase. China saw the biggest increase, year-over year and year-to-date, increasing +35.2% and +21.2% respectively. China was followed by the Asia Pacific region where sales grew 26.5% year-over-year and 21.0% year-to-date. Europe and the ROW region had decreases both year-over-year and year-to-date. This is the second time in a year that Japan has shown a positive year-over-year increase in billings.



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.

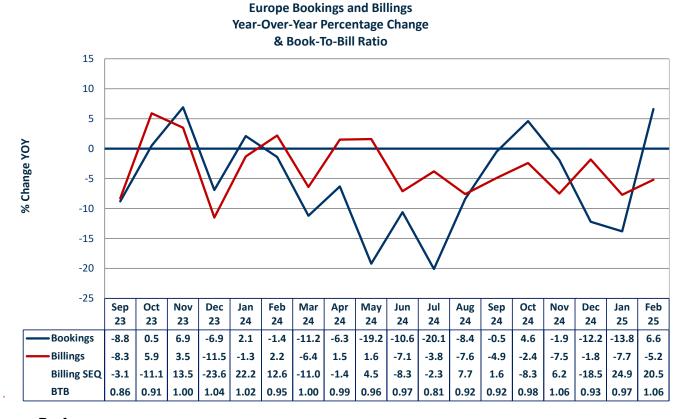


North America Performance

- Sales increased +1.5% year-over-year in North America in February, while orders grew a mere +0.6%.
 Sequentially, North American billings increased +11.6%. The book-to-bill ratio was 1.02, down from 1.13 in January.
- "The consumer price index, ticked up a seasonally adjusted 0.2% for the month, putting the annual inflation rate at 2.8%, according to the Labor Department agency", and reported by CNBC.
- "The Manufacturing PMI® registered 50.3% in February; 0.6 percentage point lower compared to the 50.9% recorded in January. The overall economy continued in expansion for the 58th month after one month of contraction in April 2020" according to the Institute for Supply Management.
- "The unemployment rate changed little at 4.1%, per the US Bureau of Labor Statistics. Employment trended up in health care, financial activities, transportation/warehousing and social assistance".
- "The number of new vehicles sold in the U.S. in February 2025, as aggregated by MarkLines as of March 4, was 1,221,863 units down 2.3% year-over-year". It also needs to be noted that in February, the Trump administration announced effective March 12th, it would impose an additional 25% tariff on steel and aluminum imports for all countries, which is anticipated to possibly raise vehicle prices.



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.



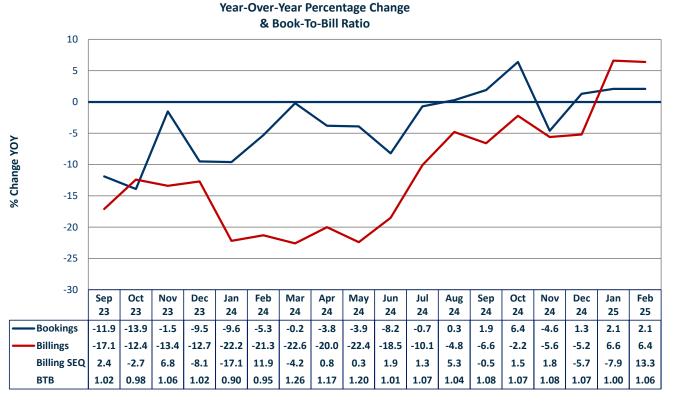
Europe Performance

- Bookings increased by +6.6% YOY in February, while billings decreased -5.2%. Sequentially, sales increased by +20.5%, the second largest increase since January of 2024. The book-to-bill ratio was 1.06, up from 0.97 in January.
- Eurozone industrial output rebounded by 0.8% month-over-month in January* 2025, surpassing
 market expectations of 0.6% growth and reversing a revised 0.4% decline in December, according to
 Trading Economics.
- "The annual inflation rate in the Euro Area is expected to be 2.4% in February, down from 2.5% in January", according to Eurostat.
- "In January* 2025, compared with December 2024, the seasonally adjusted retail trade volume decreased by 0.3% in the euro area and by 0.2% in the EU", according to first estimates from Eurostat.
- "Unemployment Rate in the Euro Area remained unchanged at 6.2% in January. Unemployment rate in Euro Area averaged 9.24% from 1995 until 2025, reaching an all-time high of 12.2% in January of 2013 and a record low of 6.2% in October of 2024", according to Eurostat.
- In February 2025, the Economic Sentiment Indicator (ESI) increased to 96.3, the highest level in five months, compared to an upwardly revised 95.3 in January according to Trading Economics.



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 Bookings and Billings



Japan Performance

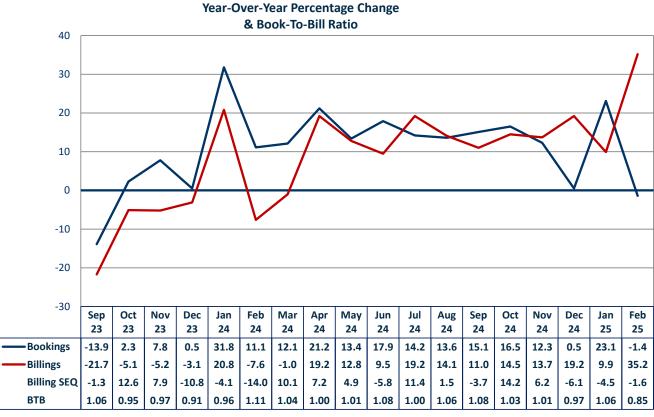
- February, year-over-year bookings increased +2.1%, while sales increased +6.4%. Sequentially, sales increased +13.3%. Japan's book-to-bill ratio was 1.06, up from 1.00 in January.
- Japan's Consumer Price Index CPI increased to 111.20 points in January* from 110.70 points in December, according to Trading Economics.
- In February 2025, Composite PMI in Japan "stood at 52.0 above flash data of 51.6 and up from January's figure of 51.1. This was the fourth consecutive month of growth in private sector activity and the strongest pace since last September" according to Trading Economics.
- Japanese new vehicle sales in February increased 18.7% year-over-year to 409.3K units, according to MarkLine.
- Japan's unemployment rate in January* rose to 2.5% after dropping to 2.4% in December. According to Trading Economics, this was slightly above market estimates.
- Exports from Japan rose by 7.3% YoY to JPY 7,865 billion in January* 2025, picking up from a 2.7% growth in December while pointing to the fourth month of gain, revised data showed.

^{*}February readings not published at the time of this reporting.



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 Bookings and Billings



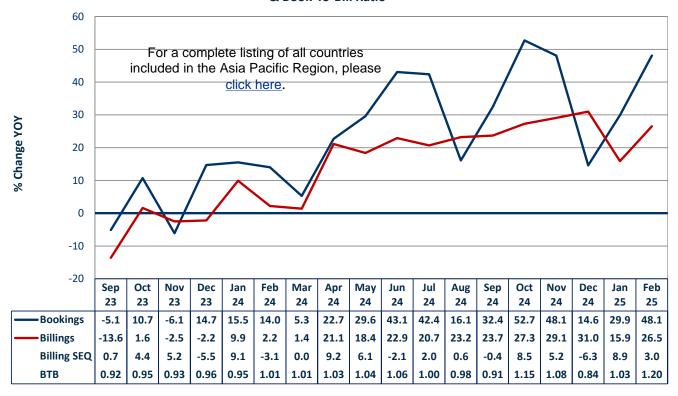
China Performance

- China's February sales grew +35.2% on a year-over-year basis. This is the largest growth in bookings since 2021. Bookings decreased by -1.4%, the first time China has had negative bookings since September of 2023. Sequentially, sales decreased by -1.6%. The BTB decreased to 0.85, the lowest BTB since 2022, and down substantially from January's 1.06.
- "China's manufacturing activity (PMI) expanded (50.2) at the fastest pace in three months in February as new orders and higher purchase volumes led to a solid rise in production, an official factory survey showed", according to Reuters.
- "China's consumer prices dropped by 0.7% YoY in February 2025, surpassing market estimates of a 0.5% decline and reversing a 0.5% rise in the prior month. This was the first consumer deflation since January 2024, amid fading seasonal demand following the Spring Festival in late January" according to Trading Economics.
- February vehicle production and sales volumes totaled 2.103 million and 2.129 million units, up 39.6% and 34.4% year-over-year, respectively. Year-to-date, production and sales volumes were 4.553 million and 4.552 million units, up 16.2% and 13.1% respectively year-over-year according to MarkLines.
- China's surveyed urban unemployment rate was 5.4% in February, up from 5.2% in January. This placed
 the country average at 5.3% in the first two months of 2025, unchanged from the same period last year
 according to data from the National Bureau of Statistics (NBS).



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



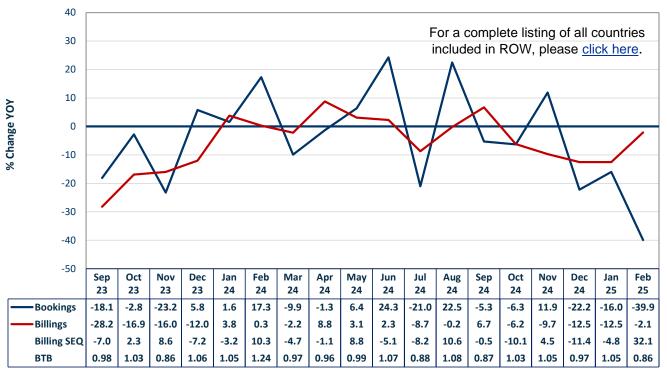
Asia Pacific Performance

- Year-over-year, February orders were up +48.1%, while billings increased +26.5%. Sequentially, sales increased by +3.0%. The book-to-bill ratio was 1.20, up from 1.03 in January.
- "India's CPI inflation fell to a 7-month low of 3.6% in February 2025 due to a substantial decline in food and beverage prices", according to the Government of India's Press Information Bureau.
- "The HSBC India Manufacturing PMI fell to 56.3 in February 2025, below initial estimates of 57.1 and January's 57.7. While marking the slowest expansion since December 2023, the reading still indicated strong operating conditions", according to Trading Economics.
- "February saw an impressive 18% increase in South Korea's automobile exports compared to the same
 month last year, reaching a historic \$6.67 billion. This surge marks a departure from the decline
 experienced in January but concerns loom over the sustainability of this trend due to U.S. President
 Donald Trump's recent announcement of tariffs on imported cars. The United States, accounting for
 around 50% of South Korean automobile exports, remains a critical market, and the new tariffs could pose
 challenges ahead", according to Business Korea
- South Korea's seasonally adjusted unemployment rate dropped to 2.7% in February 2025, marking its second consecutive monthly decline after readings of 3.7% in December and 2.9% in January ", according to Trading Economics.



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 decreased -39.9%, while billings decreased -2.1% year-over-year. Sequentially, sales increased by +32.1%. The book-to-bill ratio was 0.86, down from January's book-to-bill of 1.05.
- "The annual inflation rate in Brazil surged to 5.06% in February from 4.56% in the previous month, the highest since September of 2023, and ahead of market expectations of 5%", according to Trading Economics.
- "The S&P Global Brazil Manufacturing PMI rose further to 53 in February 2025, up from 50.7 in the previous month, marking the strongest improvement in the health of the country's factory sector since last September", according to Trading Economics.
- "The seasonally adjusted Absa Purchasing Managers' Index (PMI) for South Africa dropped to 44.7 in February 2025 from 45.3 in January, marking the fourth consecutive contraction in factory activity and the sharpest decline since August 2024", stated Trading Economics.
- "On a monthly basis, Israel's consumer price index (CPI) rose by 0.6% after declining 0.3% in December and 0.4% in November and accelerating 0.5% in October. The January* figure was in line with analysts' expectations of an increase of between 0.5-0.6%", according to 'The Times of Israel.

*February readings not published at the time of this reporting.



Regional Summary Snapshot

The following table shows a snapshot of the performance of each region. The table displays the latest metric available, and the trend of the metric compared to prior months/quarters.

	North America	Europe	Japan	China	Asia Pacific	ROW
GDP Growth YOY	2.5% Up	0.9% Steady	1.3% Up	0.5% Down	N/A	N/A
Industrial Production Growth	1.4% Up	0.8% Up	2.2% Down	5.9% Up	N/A	N/A
Manufacturing PMI*	50.3 Down	47.6 Up	52.0 Up	50.2 Up	N/A	N/A
Inflation Rate	2.8% Down	2.4% Down	4.0% Up	-0.7% Down	N/A	N/A
Unemployment Rate	4.1% Steady	6.2% Steady	2.5% Up	5.4% Up	N/A	N/A
Retail Sales Growth YOY	3.1% Up	1.5% Down	3.1% Up	4.0% Up	N/A	N/A
Feb. Connector Sales	1.5%	-5.2%	6.4%	35.2%	26.5%	-2.1%
YTD Connector Sales	1.9%	-6.4%	6.5%	21.2%	21.0%	-6.9%
Feb. Connector Orders	0.6%	6.6%	2.1%	-1.4%	48.1%	-39.9%
YTD Connector Orders	6.3%	-3.3%	2.1%	11.0%	39.2%	-30.4%

^{*} Purchasing Manager Index - Below 50 is contracting factory activity

Key Take Aways:

- Inflation appears to be steady in all regions but Japan, where it is the highest at 4.0%.
- Unemployment remained stable in North America and Europe in February, but up in Japan and China. Europe's 6.2% rate, although stable, is the highest among all regions Bishop tracks.
- February connector sales were up substantially in China and the Asia Pacific region, both witnessing strong double-digit growth.



The Industry Backlog Is 10.7 Weeks

The industry shipped \$2,000 million per week in February. New orders were \$1,987 million per week, which means we are not increasing the industry order backlog.

The following table shows the world connector backlog of orders.

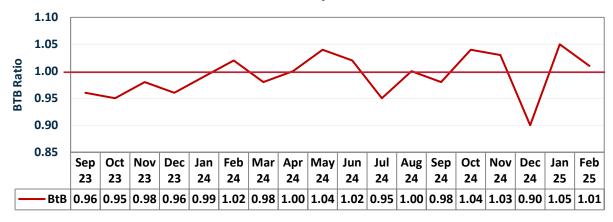
Industry Backlog

	2024	February 2025
BtB Ratio	1.00	1.01
Beginning Backlog	\$21,017	\$21,287
YTD Bookings	\$86,592	\$15,283
YTD Billings	\$86,322	\$14,991
Ending Backlog	\$21,287	\$21,579
Backlog in Weeks	12.6	10.7

\$ Millions

The book-to-bill (BtB) ratio was 1.01 in February. The following displays the trend of BtB ratios since September of 2023.

Connector Industry Book-to-Bill



The February 2025 ending backlog of \$21,287 million indicates backlog increased \$292,000 during the month.

Change in Backlog

2024 Ending Backlog	\$21,287
2025 January Ending Backlog	\$21,631
Backlog Growth	\$344

\$ Millions

We are still not seeing an increase in order backlog. The order backlog has reminded in the \$20 to \$21 billion range for two years.



Currency Fluctuations Reduce Performance between USD and Local Currency

The dollar has been fluctuating against the euro, the yen, and the yuan. The following table measures the impact for February 2024 versus February 2025 and shows results for these three currencies.

Local Currency to One USD 2024 YTD versus 2025 YTD

Currency	2024	2025	% Change
Euro	0.9264	0.9604	-3.5%
Yuan	7.1860	7.2691	-1.1%
Yen	149.5139	151.8554	-1.5%

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

The following table shows February YOY performance by region in US dollars and local currencies.

Industry Sales Performance February 2025 USD-vs-Local Currencies

Region	U.S.\$	Local Currency
North America	1.9%	1.9%
Europe	-6.4%	-4.0%
Japan	6.5%	-6.4%
China	21.2%	-2.1%
Asia Pacific	21.0%	21.0%
ROW	-6.9%	-6.9%
World	5.4%	-1.4%

Connector sales in February of 2025 increased +5.4% when measured in local currencies, versus a decrease of -1.4% in US dollars.



Update on the Connector Industry: 2025 Off to Good Start

We are bullish in the 2025 connector industry. January and February results were good. Orders were up +6.4% and sales were up +5.5%. Inflation is lower, and world GDPs are stable. The US economy, the largest in the world, is healthy and the US consumer continues to spend.

World Connector Results January & February 2025 Percentage Change

			Year
	Jan	Feb	to Date
Orders	7.6%	5.3%	6.4%
Sales	2.6%	8.1%	5.5%

So, we are encouraged by the good start to 2025 and are forecasting full year growth of 7.9%. We estimate that world connector sales will be \$93,273 million up from 2024 sales of \$86,478 million.

January and February 2025 connector sales were \$14,991 million. Using that information, along with Bishop's database of past connector sales, we can develop a range of possible sales outcomes for 2025.

2025 Outlook: Historical Analysis

Over the past 15 years (2010 through 2024), sales through February averaged 15.9% of full year sales. If the industry matched the 15-year average of 15.9%, full year 2025 sales would be \$94,293 million or growth of +9.0%.

Continuing this analysis, the 15-year high was 16.9% of sales, medium was 15.9%, and low was 14.2%. This allows us to calculate a range of possible outcomes for 2025.

2025 Sales Outlook Historical Analysis Methodology YTD February Sales \$14,991

Range	15-Year Percentage	2025 Sales	2024 Sales	Percent Growth
Low	16.9%	\$88,704	\$86,478	2.6%
Medium	15.9%	\$94,293	\$86,478	9.0%
High	15.2%	\$98,625	\$86,478	14.0%

\$ Millions



As noted, the historical analysis projects 2025 growth in the range of +2.6% to +14.0%.

The following table adds the 2025 Bishop forecast to the range of possibilities.

Range of Possible Outcomes

	2025 Forecast	2024 Actual	Percent Growth
Low	\$88,704	\$86,478	2.6%
Bishop	\$93,275	\$86,478	7.9%
Medium	\$94,293	\$86,478	9.0%
High	\$98,625	\$86,478	14.0%

^{\$} Millions

The following table identifies our 2025 forecast by region.

2023, 2024, and 2025F Connector Sales By Region with Percent Change

			Percent		Percent
Region	2023	2024	Change	2025F	Change
North America	\$18,840.8	\$20,124.7	6.8%	\$21,713.9	7.9%
Europe	\$17,992.7	\$17,417.3	-3.2%	\$17,934.5	3.0%
Japan	\$4,683.7	\$4,035.8	-13.8%	\$4,124.9	2.2%
China	\$24,977.1	\$28,003.5	12.1%	\$31,020.8	10.8%
Asia Pacific	\$11,310.0	\$13,483.5	19.2%	\$14,978.6	11.1%
ROW	\$4,049.8	\$3,412.9	-15.7%	\$3,502.6	2.6%
Total World	\$81,854.1	\$86,477.7	5.6%	\$93,275.3	7.9%

\$ in Millions

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Note, we believe Europe and Japan will continue to struggle, generating 2025 sales growth of a lethargic +3.0% and +2.2% respectively.

China and Asia Pacific will achieve low double-digit sales growth, +10.8% and +11.1%, respectively.

North America will achieve good growth of +7.9%.



The following table provides our 2025 projection by quarter.

2023, 2024, and 2025 Connector Sales By Quarter with Percent Change

	2023	2024	YOY	2025	YOY
Quarter	Actual	Actual	Change	Actual	Change
1Q	\$21,179	\$21,281	0.5%	\$22,491	5.7%
2Q	\$19,981	\$21,042	5.3%	\$22,600	7.4%
3Q	\$21,060	\$22,353	6.1%	\$23,900	6.9%
4Q	\$19,634	\$21,802	11.0%	\$24,284	11.4%
Total	\$81,854	\$86,478	5.6%	\$93,275	7.9%

\$ Millions

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You will note that we believe the fourth quarter of 2025 (4Q25) will end with double-digit growth of +11.4%.



Significant Events

March 2025 News

Manufacturing Expansion Continues but Slowing Down

Despite a slight dip in the PMI, the U.S. manufacturing sector expanded for the second consecutive month in February 2025. However, new headwinds emerged as businesses grappled with tariff uncertainties and softening demand.

According to the latest Manufacturing Institute for Supply Management (ISM) Report On Business, the manufacturing PMI registered 50.3% in February, a decrease of 0.6 percentage points compared to January's reading of 50.9%.

Foxconn to Post Higher Q4 Profit on Al Server Demand

Taiwan's Foxconn, opens new tab, the world's largest contract electronics maker, is expected to report on Friday that fourth-quarter profit rose 2.35% on strong demand for artificial intelligence servers.

Foxconn said in January its fourth-quarter revenue jumped 15.2% to a record for that quarter on strong sales of AI servers.

The company, formally called Hon Hai Precision Industry, has said it expects first-quarter performance to be better than the average level of the past five years, and it will see strong year-over-year growth. It does not provide numerical guidance.

But an escalating global trade war has dimmed the prospects for its outlook this year, as it has a major manufacturing presence in China and Mexico, two of the top U.S. trading partners that now face increased import tariffs from U.S. President Donald Trump.

Worldwide Smartphone Market Forecast to Grow 2.3% in 2025, Led by Android Growth in China and U.S., Amid 10% China Tariffs

Worldwide smartphone shipments are forecast to grow 2.3% year-over-year in 2025 to 1.26 billion units, according to the International Data Corporation (IDC) Worldwide Quarterly Mobile Phone Tracker. The 2.3% increase will represent the second successive year of improvement after a 6.1% growth in 2024. Related to this, TAM slightly increased from prior forecasts thanks to acceleration of the Android market, particularly in China where national subsidies and pent-up demand for device upgrades reversed earlier years of decline. Growth is expected to continue in low single digits throughout the forecast period with a 1.6% CAGR (2024-2029) due to increasing smartphone penetration, lengthening refresh cycles and headwinds from growing used smartphone market.

"Android is expected to grow 40% faster than iOS this year, with 2.5% year-on-year growth, fueled by 5.6% growth in China, thanks to the new subsidies program by the Chinese government which is expected to mostly benefit Android as opposed to Apple," said Nabila Popal, senior research director with IDC's Worldwide Quarterly Mobile Phone Tracker.

"While iOS will decline 1.9% in China this year due to ongoing challenges, globally it is forecast to increase 1.8% thanks to strong growth in the U.S., Apple's largest market, coupled with rapid growth of 18% and 9% YoY in emerging markets like India and Indonesia. The ongoing rollout of Apple Intelligence and the recently



launched mid-priced iPhone 16E is also expected to fuel demand and keep average selling prices (ASPs) elevated for Apple and will help it capture 45% value share in 2025 despite only 19% of shipments."

India's PC Market Grew 3.8% YoY in 2024 to 14.4 million Units

According to the International Data the traditional PC market (inclusive of desktops, notebooks, and workstations) shipped 14.4 million units in 2024, up 3.8% year-over-year (YoY). Breaking it down by category, shipments of notebooks and desktops grew 4.5% YoY and 1.8% YoY respectively, while workstation shipments recorded the highest growth at 10.9%

In 4Q24, the total market grew by 6.9% YoY, driven by a 9.6% YoY growth in the notebook category. Premium notebook shipments (>US\$1,000) grew by 13.8% YoY in 2024.

The consumer segment grew by 2.6% YoY in 2024 and 2.2% YoY in 4Q2024, driven by the eTailer channel, which grew by 21.7% YoY in 2024 and 29% YoY in 4Q24. The consumer segment had a successful 4Q24 due to channel stocking by the vendors in late December to prepare for the year-end sales and the Republic Day sales in January. The commercial segment grew by 5.1% YoY in FY2024 and 11.1% YoY in 4Q2024. The demand from global enterprises and government departments, including GeM (Government e-Marketplace), led to growth in the enterprise and government segments by 10.6%YoY each in 2024.

Nvidia Sales Grow 78% on Al Demand, Company Gives Strong Guidance

Nvidia reported fiscal fourth-quarter earnings that beat Wall Street expectations. The company also provided strong guidance for the current quarter.

The company's report and guidance signals that the chipmaker is confident it will be able to continue its historic run of growth driven by artificial intelligence well into 2025. Shares were flat in extended trading.

Nvidia said it expected about \$43 billion in first-quarter revenue, plus or minus 2%, versus \$41.78 billion expected per LSEG estimates. The first-quarter forecast implies year-to-year growth of about 65% from a year earlier, a slowdown from 262% annual growth in the same period a year prior.

Chief Financial Officer Colette Kress said the company expects "a significant ramp" of sales of Blackwell, its next-generation Al chip, in the first quarter.

Net income during the quarter rose to \$22.09 billion, or 89 cents per diluted share, versus \$12.29 billion, or 49 cents per share, in the year-ago period.

Nvidia reported a 73% gross margin in the quarter, which was down three points on an annual basis. The company said the decline in gross margin was due to newer data center products that were more complicated and expensive.

Revenue continues to surge at Nvidia as the company rides the AI boom with its data center graphics processing units, or GPUs, which comprise the vast majority of the market for AI accelerators. Nvidia's revenue in the quarter rose 78% from \$35.1 billion, and full fiscal-year revenue for Nvidia rose 114% to \$130.5 billion.

However, Nvidia's growth is slowing as the company becomes larger. During the fourth quarter of fiscal 2024, Nvidia sales more than tripled.



Much of the focus this calendar year is on how quickly the company can ship its next-generation Al processors, called Blackwell.

India's Tablet Market Grew by 42.8% YoY in 2024 to 5.73 Million Units

The India tablet market (inclusive of detachable and slates) shipped 5.73 million units in 2024, up 42.8% year-over-year (YoY), according to new data from the (IDC) Worldwide Quarterly Personal Computing Device Tracker. The detachable and slate tablet categories grew by 30% YoY and 47.2% YoY, respectively. The market, however, declined by 17% YoY in 4Q2024 due to delays in some government manifesto deals.

The consumer segment grew by 19.2% YoY in 2024, driven by strong eTailer promotions, discounts, and cashback offers. Samsung led the eTailer channel in 2024 with a share of 24.4%. The commercial segment grew by 69.7% YoY, fueled by a remarkable 104.5% YoY growth in the Education segment driven by increased government-funded education projects despite a 9.9% YoY decline in the Very Large business (VLB) segment.

North American PCB Industry Sales Up 19.9 Percent in January

IPC announced today the January 2025 findings from its North American Printed Circuit Board (PCB) Statistical Program. The book-to-bill ratio stands at 1.24.

Total North American PCB shipments in January 2025 were up 19.9 percent compared to the same month last year. Compared to the preceding month, January shipments were up 10.1 percent.

PCB bookings in January were up 44.1 percent compared to the same month last year. January bookings were up 1.1 percent compared to the preceding month.

North American EMS Industry Down 2.4 Percent in January

IPC announced today the January 2025 findings from its North American Electronics Manufacturing Services (EMS) Statistical Program. The book-to-bill ratio stands at 1.27.

Total North American EMS shipments in January 2025 were down 2.4 percent compared to the same month last year. Compared to the preceding month, January shipments were down 1.8 percent.

EMS bookings in January decreased 1.2 percent year-over-year and decreased 15.6 percent from the previous month.

The small Danish city of Odense has become known for collaborative robots.

HP to Move 90% of North American Production Out of China by 2025

HP has announced a significant shift in its manufacturing operations. By the end of its 2025 fiscal year, the tech giant plans to have 90 percent of its manufacturing moved outside of China. The decision comes in response to ongoing trade tensions, particularly the threat of a 10 percent tariff on Chinese imports. The move is part of HP's broader strategy to enhance its supply chain resilience and adapt to evolving market conditions.

As the US implements new tariffs, consumers could see higher prices for new computers. However, companies like HP are taking proactive steps to minimize disruptions and keep costs down. Unfortunately, those cost-cutting measures include layoffs.

In addition to relocating production, HP has increased its inventory as a buffer against potential tariff hikes. The company reports that its inventory reached \$8.4 billion at the end of the most recent quarter, up from



\$7.7 billion in the previous period. According to HP CFO Karen Parkhill, this nine-day increase in inventory is part of HP's "tariff mitigation strategy." The company has been stockpiling for 72 days now.

Recent market data from Canalys indicates a positive trend, with PC shipments growing for the fifth consecutive quarter. In the fourth quarter, OEMs shipped 67.9 million desktops, notebooks, and workstations, an increase of five percent.

Foxconn Breaks Ground on New Business Headquarters in Central China

A new business headquarters building for Foxconn, the world's leading electronics manufacturer, broke ground in Zhengzhou, the capital of Central China's Henan province.

This move marks a significant step forward for the Taiwanese company in advancing its new strategic industry layout in the mainland market.

The new headquarters will span over 2.67 hectares, with the first phase expected to involve an investment of approximately 1 billion yuan (\$139.39 million).

Cui Zhicheng, chairman of Foxconn Innovation Industry Development Group Co Ltd, said that the new headquarters is expected to be the core base for the company's development in the electric vehicle, new energy, and energy storage industries on the Chinese mainland.

Apple Bets on Reshoring to Fight Import Tariffs

The U.S. electronics industry has laid low so far in response to President Trump's plans to impose tariffs on goods imported from China and Mexico—until now. Electronics maker Apple announced it would invest over \$500 billion over the next four years to build and expand several manufacturing plants throughout the U.S., and support initiatives to train a workforce needed to man these facilities.

Apple has long built many of its electronic products offshore in areas such as China, using manufacturing partners such as Foxconn. While that is slated to continue, the company said its expanded domestic manufacturing presence will focus on technologies such as silicon engineering and artificial intelligence. And in doing so, Apple said it would create over 20,000 new jobs here, which is good news for a country recently hit with layoffs in both the private sector and federal government.

Apple said it would expand its teams and facilities in Michigan, Texas, California, Arizona, Nevada, Iowa, Oregon, North Carolina, and Washington. The company will work with its manufacturing partners to produce servers in Houston later this year. A 250,000-square-foot server manufacturing facility, slated to open in 2026, is expected to create thousands of jobs. This facility will assemble servers that were previously built abroad, with the servers designed for Al cloud computing and supporting the company's Apple Intelligence initiative.

Apple's massive investment includes doubling its U.S. Advanced Manufacturing Fund from \$5 billion to \$10 billion. Apple created this fund in 2017 to support world-class innovation and high-skilled manufacturing jobs across America. To date, Apple's U.S. Advanced Manufacturing Fund has supported projects in 13 states — including Kentucky, Pennsylvania, Texas, and Indiana — that have helped build local businesses, train workers, and create a wide range of innovative manufacturing processes and materials for Apple products.

As part of the fund's expansion, Apple said it would commit billions to produce advanced silicon in TSMC's Fab 21 facility in Arizona. This facility has over 2,000 workers to manufacture the chips in the United States, and began mass producing Apple chips last month.



Intel, Synopsys, TSMC All Unveil Record Memory Densities

At the IEEE International Solid State Circuits Conference (ISSCC), two of the biggest rivals in advanced chipmaking, Intel and TSMC, detailed the capabilities of the key memory circuits, SRAM, built using their newest technologies, Intel 18a and TSMC N2. Chipmakers' ability to keep scaling down circuits has slowed over the years—but it's been particularly difficult to shrink SRAM, which is made up of large arrays of memory cells and supporting circuits.

The two companies' most densely packed SRAM block provides 38.1 megabits per square millimeter, using a memory cell that's 0.021 square micrometers. That density amounts to as much as a 23 percent boost for Intel and a 12 percent improvement for TSMC. Somewhat surprisingly, that same morning Synopsys unveiled an SRAM design that achieved the same density using the previous generation of transistors, but it operated at less than half the speed.

The Intel and TSMC technologies are the two companies' first use of a new transistor architecture, called nanosheets. (Samsung transitioned to nanosheets a generation earlier.) In previous generations, current flows through the transistor via a fin-shaped channel region. The design means that increasing the current a transistor can drive—so that circuits can operate faster or involve longer interconnects—requires adding more fins to the device. Nanosheet devices do away with the fins, exchanging them for a stack of silicon ribbons. Importantly, the width of those nanosheets is adjustable from device to device, so current can be increased in a more flexible fashion.

61% Of Americans Too Afraid to Ride In Self-Driving Cars

Six out of ten American drivers are afraid to ride in a self-driving car, according to a new survey by AAA, and only 13% think the development of self-driving technology for cars is a priority. That's down from two years ago when 18% of Americans thought autonomous vehicles should be a priority, but up from just 9% last year.

Still, 39% of American drivers is still a massive market: about 95 million people.

And a growing market is the number of young people who don't even bother to get their licenses. While in 1983 46% of 16-year-olds and 62% of 17-year-olds had their driver's licenses, in 2021, that declined to just 25% and 42%.

This younger demographic might just be more inclined to try and trust self-driving cars.

Self-driving car leader Waymo (a Google sister company) announced last summer that it had passed the 100,000 paid trips per week milestone while operating just in parts of only three cities: San Francisco, Los Angeles, and Phoenix. In January of this year Waymo announced it was coming to an additional 10 cities, with San Diego, Las Vegas, and Washington DC the first three, and that its paid rides per week metric was up to 150,000.

And Tesla has announced Robotaxi and Robovan, plus a launch date of June 2025 for full unsupervised self-driving. If the company hits that date, it'll be impressive: most of CEO Elon Musk's prophecies about self-driving Teslas have not happened on schedule.

While full autonomy may frighten many, most drivers do still want automakers to focus on safety tech.



How Apple Plans to Fix the Biggest Design Flaw of Foldable Phones

Apple will supposedly launch its first foldable iPhone in 2026, a phone we've been calling the iPhone Fold on account of its presumed design. The phone will fold like a book, which is the design Samsung first used for a foldable of its own, called the Galaxy Z Fold. Since then, many Chinese smartphone vendors released Fold-type phones.

When the iPhone Fold arrives, Apple might do something that Samsung and other Chinese companies haven't really been able to do. Apple might release a foldable phone with an almost perfect foldable screen. That is, the foldable display might be creaseless, with Apple having reportedly spared no expense to fix this foldable phone design compromise.

Apple's purported manufacturing plans for the iPhone Fold come from *ETNews*. The Korean outlet has learned that supplier selection is imminent, as Apple managed to improve the display crease significantly. By April, Apple should have chosen the suppliers that would manufacture key iPhone Fold components.

This development suggests that Apple will indeed release a foldable iPhone next year, matching claims from other recent rumors.

Samsung will be the sole manufacturer of that nearly creaseless display. Apple reportedly worked only with Samsung since last year. Apparently, it's only Samsung Display that managed to deliver a screen that matches Apple's needs.

Apparently, Apple has found a way to prevent creasing by looking at the problem holistically. The report also says Apple has encouraged cooperation between the various parts suppliers.

Samsung will provide the foldable OLED panel for the iPhone Fold. **Amphenol**, which manufactures hinges for MacBook Pros, has been tapped to make the iPhone Fold's hinge.

Apple will reportedly use Corning cover screens, likely for the external display. The foldable screen will get ultra-thin glass covers, similar to Samsung's Galaxy Z Fold models. Samsung might provide UTG tech, though Apple is reportedly working with other components.

Report No: M-700-25 March 2025

WORLD CONNECTOR STATISTICS

REGIONS – PRODUCTS – MARKET SECTORS 2015 – 2025F and 2030 FORECAST



Bishop & Associates has just released the 2025 edition of the World Connector Market Handbook. This comprehensive seven-chapter, 232-page report analyzes all aspects of the world electronic connector market. This report provides detailed connector statistics by top-level equipment sector and product category for North America, Europe, Japan, China, Asia Pacific, and the ROW region. Included is a complete chapter on worldwide connector industry results by region, top-level equipment sector, and product category. Data is provided for the years 2015 – 2024, and projections for 2025 and 2030 (including five-year CAGRs).

ANALYSIS OF THE WORLD ELECTRONIC CONNECTOR MARKET

\$ Millions

Increasing over \$4.6 billion in US dollars, connector industry sales increased +5.6% from 2023 to 2024. Half of the regions saw an increase, while the other three regions saw a decrease in sales. The region showing the greatest increase in sales was the Asia-Pacific region, where sales grew +19.2%, followed by China where sales grew +12.1%. The region showing the greatest decrease in sales was the ROW region, where year-over-year sales declined -15.7%, followed by Japan, where sales declined -13.8%.

World Connector Market by Region 2022 to 2023 with Percent Change

Region	2023	2024	Percent Change
North America	\$18,840.8	\$20,124.7	6.8%
Europe	\$17,992.7	\$17,417.3	-3.2%
Japan	\$4,683.7	\$4,035.8	-13.8%
China	\$24,977.1	\$28,003.5	12.1%
Asia-Pacific	\$11,310.0	\$13,483.5	19.2%
ROW	\$4,049.8	\$3,412.9	-15.7%
Total	\$81,854.1	\$86,477.7	5.6%

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Regional Summary

Like in previous years, the mixed results in 2024 based on region of the world created a variety of changes to the five, 10-, and 20-year compound annual growth rates (CAGR). The continued decline in Japan, heavily related to the value of the yen versus the dollar, decreased the CAGR further from its already low, while the strong performance in North America and Asia Pacific increased the five-year CAGR when compared to the 10- and 20-year CAGRs. China who previously had the strongest CAGR, has seen it decline as connector sales although remaining positive, have seen lower growth than previously recorded.

Regional Growth Rates 2024 – 2025F

Region	2024	2025F	% Change	Past 5 Year CAGR	Past 10 Year CAGR	Past 20 Year CAGR
North America	\$20,124.7	\$XX,XXX.X	X.X%	X.X%	Y.Y%	Z.Z%
Europe	\$17,417.3	\$XX,XXX.X	X.X%	X.X%	Y.Y%	Z.Z%
Japan	\$4,035.8	\$X,XXX.X	X.X%	X.X%	Y.Y%	Z.Z%
China	\$28,003.5	\$XX,XXX.X	X.X%	X.X%	Y.Y%	ZZ.Z%
Asia-Pacific	\$13,483.5	\$XX,XXX.X	X.X%	X.X%	Y.Y%	Z.Z%
ROW	\$3,412.9	\$X,XXX.X	X.X%	X.X%	Y.Y%	Z.Z%
Total	\$86,477.7	\$XX,XXX.X	X.X%	X.X%	Y.Y%	Z.Z%

^{\$} Millions

Regional Growth Rates 2023 – 2024

Region	2023	2024	% Change	Past 5 Year CAGR	Past 10 Year CAGR	Past 20 Year CAGR
North America	\$18,840.8	\$20,124.7	6.8%	7.7%	6.5%	4.0%
Europe	\$17,992.7	\$17,417.3	-3.2%	4.3%	4.6%	3.4%
Japan	\$4,683.7	\$4,035.8	-13.8%	-4.4%	-2.8%	-1.1%
China	\$24,977.1	\$28,003.5	12.1%	6.0%	7.9%	9.2%
Asia-Pacific	\$11,310.0	\$13,483.5	19.2%	6.8%	5.3%	6.7%
ROW	\$4,049.8	\$3,412.9	-15.7%	2.3%	1.8%	3.2%
Total	\$81,854.1	\$86,477.7	5.6%	5.3%	5.4%	4.9%

^{\$} Millions

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End-Use Equipment Sectors

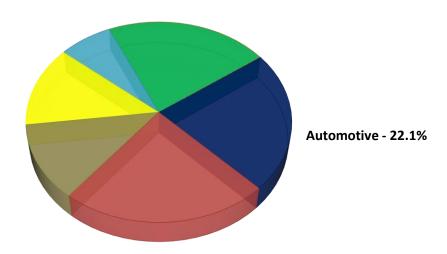
Telecom/datacom was the largest end-use equipment sector for electronic connector products with 2024 shipments of \$2X,XX0.9 million. Telecom/datacom was followed by automotive, where 2024 sales grew X.X% to \$1X,XXX.2 million. It is anticipated in 2025 that telecom/datacom will remain the largest end-use equipment sector, once again followed by automotive. Showing the smallest growth in 2024 was business/office equipment, where sales grew to \$XXX.X million, an increase of +0.3% over 2023.

World Connector Market by Equipment Sector

Sector	2024	2025F	Percent Change
Computers & Peripherals	\$XX,XXX.X	\$X,XXX.X	Y.Y%
Business/Office Equipment	\$878.3	\$X,XXX.X	Y.Y%
Instrumentation	\$2,4XX.4	\$X,XXX.X	Y.Y%
Medical Equipment	\$X,XXX.2	\$X,XXX.X	Y.Y%
Industrial	\$XX,XXX.X	\$X,XXX.X	Y.Y%
Automotive	\$XX,XXX.X	\$XX,XXX.X	Y.Y%
Transportation (non-auto)	\$6,0XX.2	\$X,XXX.X	Y.Y%
Military/Aerospace	\$X,XXX.X	\$X,XXX.X	Y.Y%
Telecom/Datacom	\$XX,XXX.X	\$XX,XXX.X	Y.Y%
Consumer	\$X,XXX.X	\$X,XXX.X	Y.Y%
Other	\$3,119.9	\$X,XXX.X	Y.Y%
Total	\$86,477.7	\$X,XXX.X	Y.Y%

\$ Millions

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