

Connector Demand Continues to Grow – Outlook 2025

Connector demand continues to increase:

- March orders were up +12.4% year-over-year and +8.4% year-to-date, with double digit year-over-year growth in North America, China, and the Asia Pacific region.
- March sales were up +7.5% year-over-year and +6.1% year-to-date, with double digit year-over-year growth in Japan, China, and Asia Pacific.

The following table displays the connector industry's performance in orders and sales by geographic region.

Percentage Change Year-to-Date March

Region	Orders	Sales
North America	9.4%	-1.5%
Europe	-1.6%	-2.8%
Japan	0.1%	8.3%
China	13.8%	21.4%
Asia-Pacific	36.8%	26.0%
ROW	-27.0%	-6.1%
Total	8.4%	6.1%

These results are encouraging, and we believe a signal that 2025 will be a growth year for connectors.

First Quarter Sales Results

Sales were \$22,587 million, up +6.1%, over first quarter 2024 sales of \$21,281 million. The following table shows connector sales by quarter for 2023, 2024, and our forecast for 2025 by quarter.

Connector Industry Sales by Quarter 2023, 2024, and 2025 with YOY Percent Change

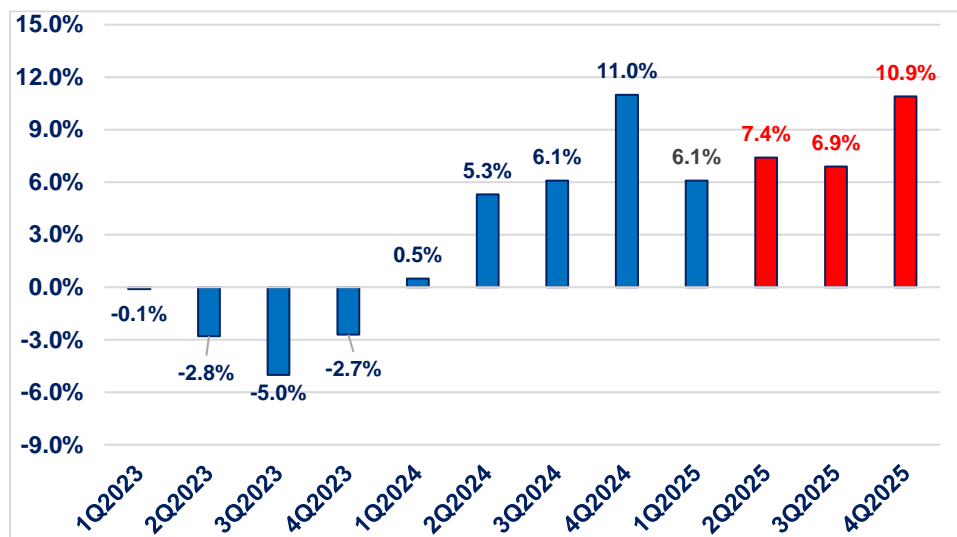
Quarter	2023 Actual	2024 Actual	YOY Change	2025 Actual	YOY Change
1Q	\$21,179	\$21,281	0.5%	\$22,587	6.1%
2Q	\$19,981	\$21,042	5.3%	\$22,600	7.4%
3Q	\$21,060	\$22,353	6.1%	\$23,900	6.9%
4Q	\$19,634	\$21,802	11.0%	\$24,188	10.9%
Total	\$81,854	\$86,478	5.6%	\$93,275	7.9%

\$ Millions, Red=Forecast

©2025 Bishop & Associates, Inc.

The following chart shows quarterly sales results for 2023, 2024, and 2025.

Quarterly Sales by Percent Change 2023 through 2025



Red Equals Forecast

©2025 Bishop & Associates, Inc.

As the following table displays, we are bullish on 2025 and are predicting full year sales growth of +7.9%.

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

Region	2023	2024	Percent Change	2025F	Percent 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

Bishop & Associates ©2025

- The Federal Reserve reports we are currently experiencing a healthy business environment.
- Amphenol forecast 2Q25 sales growth of +37.5%.
- TE Connectivity forecasts 2Q25 sales growth of +8.0%.
- Bishop forecasts 2Q25 growth of +7.4%.

An unknown issue is the impact of tariffs on business conditions. The impact of tariffs on countries, companies, and individuals will be interesting to watch.

- China's GDP is shrinking which may reduce demand for electronics. However, the U.S. and China have announced a trade agreement which will remain in force for 90 days while details are worked out.

Western based connector companies will probably be required to reduce China manufacturing capacity and increase capacity in the west. Of course, this is totally dependent on trade talks. We suspect that TE, Amphenol, Molex, and many others are deferring decisions on their global footprints until there is more clarity.