

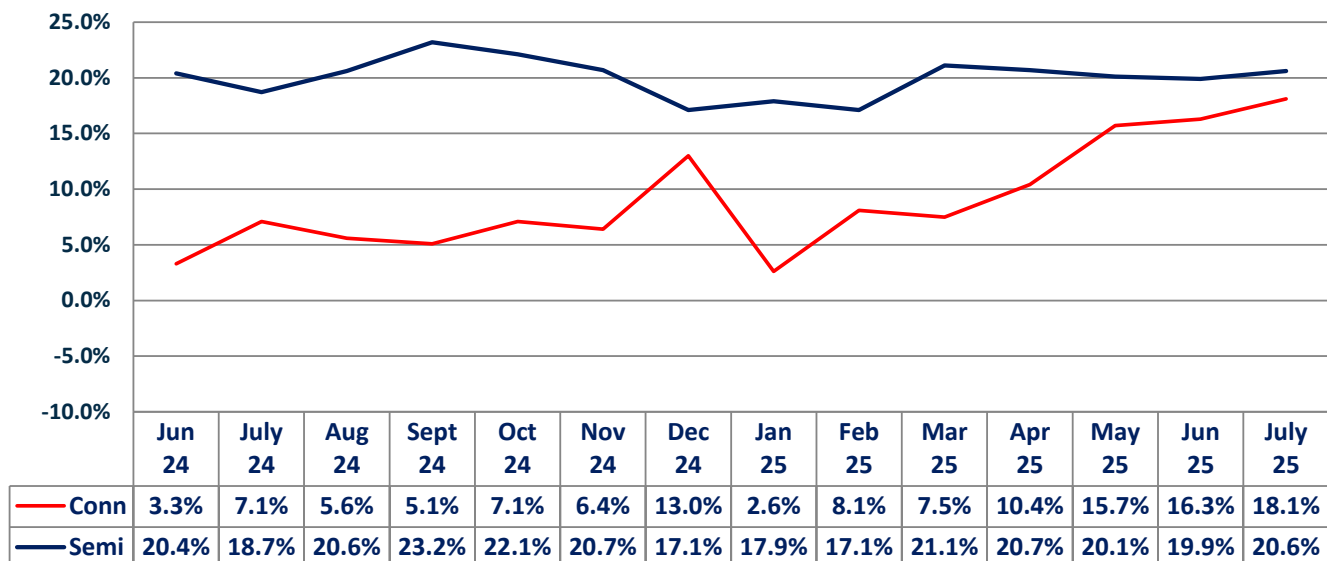
## July Semi Sales Up +20.6% Year-over-Year

The Semiconductor Industry Association (SIA) reported sales of \$62.1 billion during the month of July, up 20.6% over July of 2024. Like last month, year-over-year, all regions but Japan were up. The Americas increased +29.3%, Asia Pacific/All Other grew +35.6%, China increased +10.4%, and Europe increased +5.7%. Japan, the only region declining, decreased -6.3%. This is Japan's largest decrease in 2025. Sequentially sales grew in only two regions, with the greatest growth in the Americas, where sales increased +8.6%, followed by Asia Pacific/All Other with growth of +4.9%. Europe remained steady, while Japan decreased slightly, declining -0.2% and China declined the most, decreasing -1.3%.

Connector industry sales for July were up +18.1% from the prior year. Regionally for July, YOY sales were up in all regions, with sales increasing +47.5% in Asia Pacific, +20.7% in China, +15.5% in North America, +9.1% in Europe and ROW, and 5.8% in Japan. Sequentially three of six regions saw growth, the China region increased 8.3%, the Asia Pacific region increased +5.8% and the ROW region increased +1.3%. The remaining three regions saw a decline, with the greatest decline in Europe, where sales decreased -5.6%, followed by North America, where sales decreased -2.1%, and Japan where sales decreased -1.3%.

The following graph compares semiconductor sales performance to the connector industry since June 2024.

Monthly Sales Performance  
Year-Over-Year



The semiconductor industry has now experienced 20 months of strong double-digit growth and has outpaced connectors for 20 months in a row! As we indicate every time the semiconductor industry outpaces connector, this is great news for the connector industry where growth traditionally lags just a few months behind that of semiconductors.

“Global semiconductor sales remained robust in July, topping June’s results and far outpacing July of last year,” “Growth continues to be driven by solid demand in the Asia Pacific region and the Americas.” according to John Neuffer, SIA president and CEO,

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

**Sales Performance  
2025 July YTD**

	<b>Semiconductors</b>	<b>Connectors</b>
<b>North America</b>	<b>38.5%</b>	<b>5.2%</b>
<b>Europe</b>	<b>-0.2%</b>	<b>4.7%</b>
<b>Japan</b>	<b>1.7%</b>	<b>5.4%</b>
<b>China</b>	<b>10.6%</b>	<b>21.6%</b>
<b>Asia Pacific/Other</b>	<b>22.0%</b>	<b>33.7%</b>
<b>World</b>	<b>19.6%</b>	<b>11.5%</b>

Source SIA & Bishop

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Some interesting points to ponder:

- With June semiconductor sales of \$59.91 billion, July’s sales of \$62.07 billion represent a sequential increase of 3.6%.
- The SIA recently announced that the “semiconductor industry is investing \$630 billion in 28 states across America, strengthening our economic and national security, and delivering on the President’s goal to revitalize American semiconductor manufacturing. To sustain these investments, America must be a cost-competitive location to develop and produce chips.”
- It is still unknown how tariffs will affect the semiconductor industry. SIA President and CEO John Neuffer recently stated “We are eager to learn more about the President’s plan for semiconductor tariffs, including the scope and structure of exemptions for companies manufacturing in the U.S. Trade is critical to American semiconductor leadership. And so, we hope the tariff exemptions and future trade deals are designed to ensure the U.S. semiconductor industry retains its pole position in the race to be the most globally competitive.”

“We look forward to working with the Administration to shape global trade initiatives to ensure American semiconductor leadership for many years to come.”

- Double-digit growth in total semiconductor sales continues to highlight positive connector sales. For 2024, year-to-date connector sales were positive in all 12 months, and positive year-over-year for 10 of the 12 months, declining only in February and March. Currently, for the first seven months of 2025, total year-to-date connector sales and year-over-year connectors sales have been positive in all months.

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