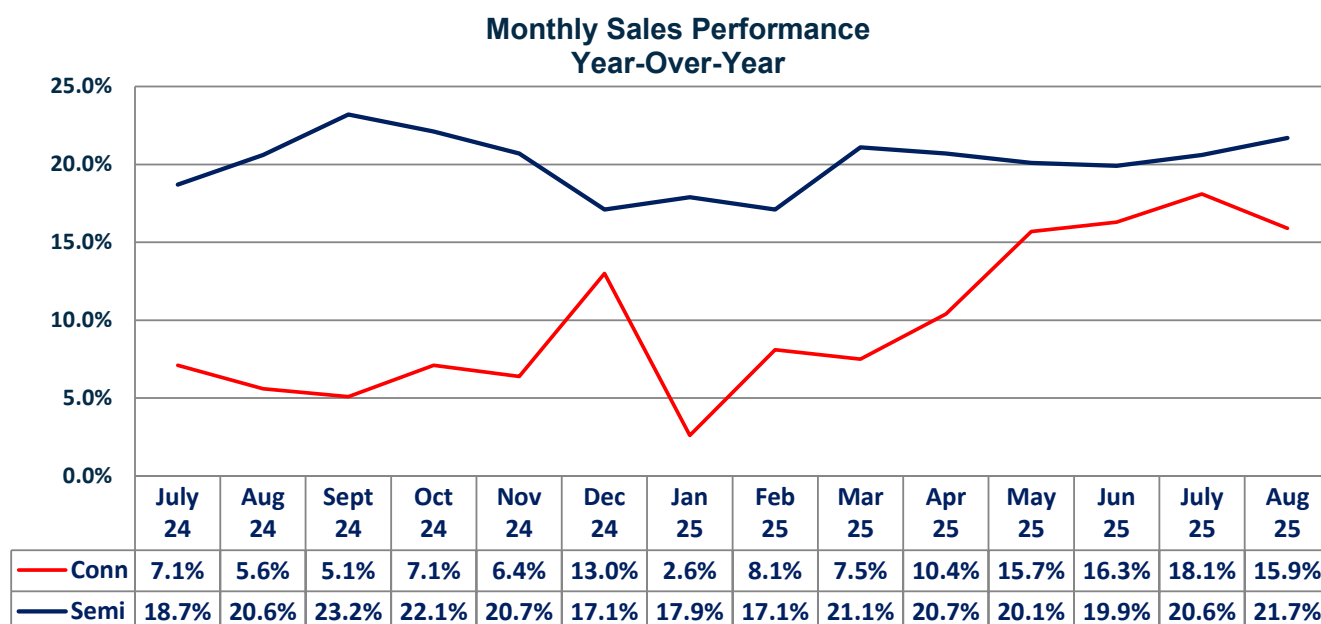


## August Semi Sales Up +21.7% Year-over-Year

The Semiconductor Industry Association (SIA) reported sales of \$64.9 billion during the month of August, up 21.7% over August of 2024. Like the last two months, year-over-year, all regions but Japan were up. The Americas increased +25.5%, Asia Pacific/All Other grew +43.1%, China increased +12.4%, and Europe increased +4.3%. Japan, the only region declining, decreased -6.9%. This is now Japan's largest decrease in 2025. Sequentially sales grew in all regions, with the greatest growth in the Asia Pacific/All Other where sales increased +6.9%, followed by Americas with growth of +4.3%. Europe increased +1.0%, while Japan increased +3.3% and Japan +2.0%.

Connector industry sales for August were up +15.9% from the prior year. Regionally for August, YOY sales were up in all regions except Japan, where sales decreased -3.1%. The greatest increase was in the Asia Pacific region, where sales increased +49.9%, followed by China where sales increased +19.8%, North America where sales increased +11.0%, the ROW region, where sales increased +10.2% and Europe where sales grew +9.1% year-over-year. Sequentially five of six regions saw growth, with the ROW region showing the greatest growth at +19.5%, followed by North America where sales increased +13.1% sequentially. Europe also saw strong sequential growth, increasing +10.4%, followed by more modest growth of +2.9% in the Asia Pacific region and +1.7% in the China region. The only region showing a decline, Japan, decreased -2.8% sequentially.

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



The semiconductor industry has now experienced 21 months of strong double-digit growth and has outpaced connectors for 21 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 continued to grow in August, far exceeding sales in August of last year”. “Sales in the Asia Pacific region and the Americas continue to drive growth, with sales of memory and logic chips notably increasing,” 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 August YTD**

	Semiconductors	Connectors
North America	36.6%	6.0%
Europe	0.3%	5.3%
Japan	0.6%	4.2%
China	10.9%	21.3%
Asia Pacific/Other	24.8%	35.9%
World	19.9%	12.1%

Source SIA & Bishop

© 2025

Some interesting points to ponder:

- With July semiconductor sales of \$62.14 billion, August’s sales of \$64.88 billion represent a sequential increase of 4.4%.
- AMD announced yesterday (10/06/2025), a multi-billion-dollar deal with OpenAI in a move that could challenge AI giant Nvidia, which earlier announced plans to acquire a stake in rival Intel. It was indicated by Forbes “that the deal is AMD’s most significant win in its attempt to challenge Nvidia’s dominance in the AI chip market and also helps OpenAI reduce its dependence on Nvidia’s GPUs”. It is anticipated that this deal “will drastically reshape the semiconductor industry by intensifying competition with Nvidia, diversifying the AI supply chain, and accelerating innovation”.
- 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 eight months of 2025, total year-to-date connector sales and year-over-year connectors sales have been positive in all months.

This news brief is provided as part of your subscription to the Bishop Report. Bishop & Associates, incorporated in 1985, is the leading research firm on the connector industry. The Bishop Report is a monthly newsletter that tracks the performance of the industry. To learn more, or to subscribe, follow this [link](#).