

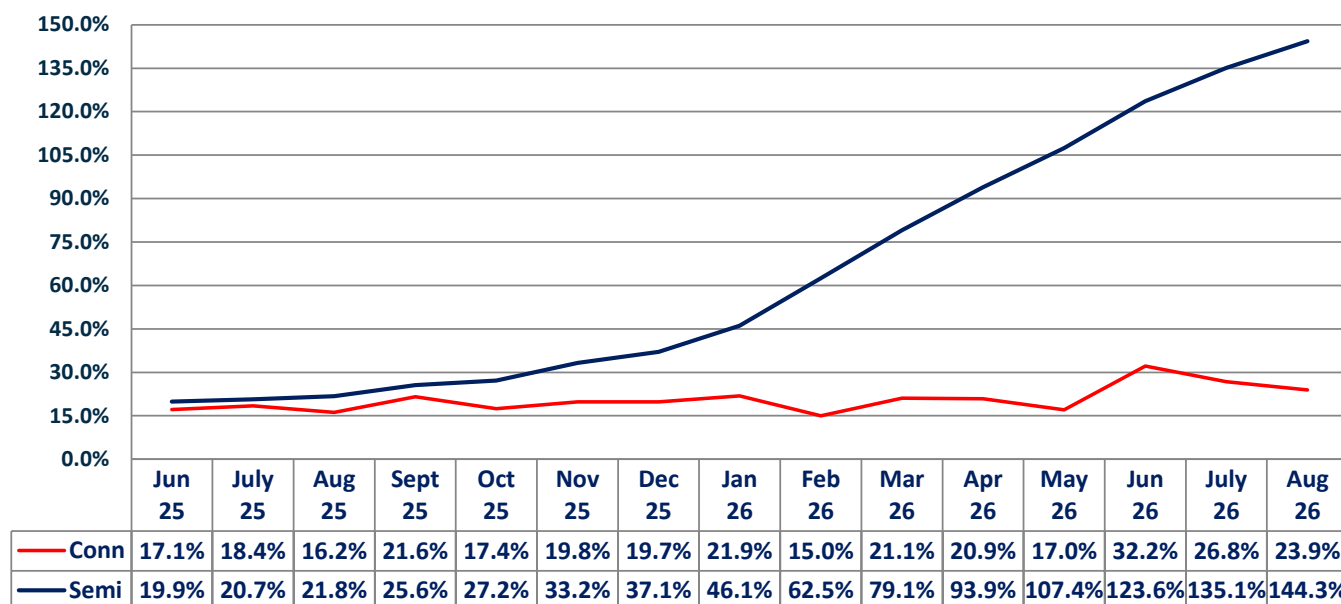
August Semi Sales Up +144.3%

The Semiconductor Industry Association (SIA) reported August sales of \$159.7 billion, up +144.3% over August of 2025's total of \$65.4 billion. Year-over-year, the Americas increased +180.9%, China increased +131.3%, Asia Pacific/All Other increased +143.0%, Europe grew +98.5%, and Japan increased +62.3%. Sequentially sales increased by +8.0% from July 2026 sales of \$147.9 billion.

Connector industry sales in August were up +23.9% from the prior year. Regionally for August, YOY sales increased, +29.9% in North America, +19.1% in Europe, +12.5% in Japan, +40.6% in China, and +10.7% in ROW. The only region showing a year-over-year decline was Asia Pacific, where sales decreased -4.1%.

The following graph compares semiconductor sales performance to the connector industry since June 2025.

**Monthly Sales Performance
Year-Over-Year**



The semiconductor industry has now experienced four months of triple-digit growth, along with 18 months of double-digit growth, and has outpaced connectors for 22 months in a row! This is great news for the connector industry whose growth traditionally lags just a few months behind that of semiconductors.

According to Michael Robbins, SIA president and CEO, “The global semiconductor market grew for the 18th consecutive month in August, with sales into the Americas, the Asia Pacific, and China driving strong and sustained year-to-year growth.”

"Annual global semiconductor sales have already surpassed \$1 trillion through August, reaching this major milestone for the first time ever. With sales projected to exceed \$1.6 trillion in 2026, the semiconductor industry is entering an exciting new era of growth and innovation, commented Robbins."

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

**Sales Performance
2026 August YTD**

	Semiconductors	Connectors
North America	120.7%	25.1%
Europe	62.4%	16.3%
Japan	24.3%	6.1%
China	92.2%	26.6%
Asia Pacific/Other	118.4%	29.8%
World	101.8%	22.6%

Source SIA & Bishop

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Some interesting trends and comments include:

- In October, Jaclyn Kellon, Director, Global Policy for the Semiconductor Industry Association (SIA) announced the SIA had recently released a new report, titled "[Understanding Dependencies in the U.S. Semiconductor Supply Chain](#)," Detailing "how the upstream supply chains supporting America's semiconductor ecosystem are increasingly vulnerable to disruptions", the report discusses how a combination of mitigation approaches and policy responses are important to maintaining a resilient supply chain strategy for the U.S. semiconductor ecosystem".

The report discusses four key areas that are important to understand and address to protect the semiconductor ecosystem. These four areas include; Investing in domestic capacity and building strategic inventories for priority materials and equipment; Protecting and expanding trusted allied supply; Investing in R&D of new materials and recycling technologies; and Targeting priority critical minerals."

- Like the semiconductor industry, connector demand is strong. The connector industry has now recorded 29 consecutive months of growth in both orders and sales, and presently has backlog of more than 15.3 weeks, confirmation 2026 will be a good year for the connector industry.

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