Flextronics Acquisition To Create Fifth Largest Adapter Supplier

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The recent announcement that Flextronics plans to purchase CEAGâ€™s FRIWO Mobile Power Solutions unit would catapult Flextronics into the top five of world power adapter manufacturers. IMS Research estimates that following the planned acquisition, Flextronics could hold a 6-7% share of the $4.5 billion power adapter market. The proposed move could see Flextronics leap-frog its competitors to become one of the largest suppliers of adapters.
â€œIt comes as no surprise that CEAG has decided to cash in FRIWOâ€™s mobile power divisionâ€• commented David Dewar market analyst. â€œThe mobile charger business has become increasingly commoditized and this is not in-line with FRIWOâ€™ high-margin, advanced technology strategy.â€• Dewan added.

Dewan further comment, â€œWhilst the external power adapter market has seen tremendous growth over the past few years, it is now predicted to slow considerably. Shipments of mobile phones and hence power adapters are projected to again grow well in 2008, though longer-term prospects are less certain and so it may be some time until we see if this move by Flextronics will pay off.â€•

IMS Research regularly published detailed market data on external power adapters and chargers. For more information on the long-term growth prospects for the market, please visit www.imsresearch.com.

If you would like an interview with an expert in this area, please contact Alison Bogle, Marketing Manager, at Alison.Bogle@imsresearch-usa.com or +1 412-441-1888.
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