

A Realistic View on Bluetooth Markets

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A Realistic View on Bluetooth Markets?? ?

Wellingborough, UK – Recent months have seen a variety of inflated estimates on the size of the Bluetooth market; some have even estimated radio shipments in excess of 300 million units in 2005. After completing its market leading annual research into the Bluetooth market, IMS Research predicts total Bluetooth equipment shipments of 218 million units in 2005, equating to between 260 and 270 million radio shipments.

The research found that the cellular terminal market remains the cornerstone upon which the future of Bluetooth rests. Cellular terminal OEM opinion remains very positive and penetration rates continue to climb. IMS Research forecast Bluetooth cellular terminal volumes will grow by a CAGR of over 49% between 2004 and 2010 and will represent over 550 million units shipped in 2010.

As well as rapid growth in the cellular market, Bluetooth has been making significant headway in several other key markets. Most notable of these being headsets, notebooks, PDAs, desk-tops and to a lesser degree the automotive environment where increased design-in activity has yet to translate into real volume growth.

Report analyst, Stuart Carlaw, stated that “this year has definitely seen the transition of Bluetooth from somewhat of a niche application to a mainstream feature. OEM outlook is ever more positive on the future of Bluetooth and the technology is beginning to gain traction in new markets such as gaming.”

About IMS Research

IMS Research is a specialist supplier of market research and consultancy services on global electronics markets. Information from IMS Research is used by major companies worldwide to assess market trends, solve marketing problems, and improve the efficiency of their businesses. IMS Research is an international company, selling in more than 35 countries around the world and is supported by headquarters in Wellingborough, UK and offices in Austin, Texas and Shanghai, China.

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