



# Key Component Research Market Intelligence Membership Services-2021

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## Introduce:

After years of in-depth research on the markets for memory, semiconductor components, and optoelectronic products, the TrendForce research team is now extending its coverage to the market for multilayer ceramic capacitors (MLCCs). The end products and applications that support research in this field include smartphones, tablet, PCs (laptops), monitor, TVs, servers, gaming devices, automotive electronics, etc. Moreover, the depth of the research encompasses many levels. In addition to the price tracking and market analysis of MLCCs and production-related materials, TrendForce also closely studies the dynamics of the whole MLCC industry. This package provides companies in various sectors with vital data and insights so that they can fully grasp the major market trends and develop a more farsighted strategy with respect to product development, supply chain management, etc.

## Methodology:

The TrendForce research team analyzes sales figures and financial statements publicly released by companies in the MLCC industry. At the same time, TrendForce also collects information from OEMs of end products. By synthesizing these data from the upstream and downstream sections of the supply chain, TrendForce is then able to determine the top 10 MLCC suppliers. They form the base or reference point of TrendForce's research and forecasts. More specifically, TrendForce compiles databases pertaining to the top suppliers' production capacity, production volumes, incoming orders, product shipments, etc. These data are further verified, and cross referenced with the information from the major application segments (or the demand side) of the MLCC market. With this methodology, TrendForce can provide accurate information about the state of the MLCC market in real time. Clients, in turn, can use the data and forecasts to make smarter decisions.

## Basis of Research:

MLCCs have a lengthy production period and diverse specifications. Therefore, manufacturers of this kind of component mostly follow planned production. The core of this approach is to rely on sales forecasts from clients and past order figures when allocating production capacity and setting production targets. Planned production, along with a safe level of inventory, is crucial for fulfilling incoming orders.

To that end, MLCC suppliers basically keep around two months' worth of inventory. When the supply-demand relationship in the MLCC market is characterized as being stable, suppliers will have a BB ratio of 0.85-1.0. A supplier has a low inventory if its BB ratio reaches 1.0-1.5. In this case, product shipments are not keeping up with the pace and quantity of incoming orders. If the ratio exceeds 1.5, then the inventory is almost depleted. Therefore, the market starts to experience undersupply when the average BB ratio rises the above the safe range.

## Key Component Research Market Intelligence Membership Service

Membership Service		Single Purchase
Item	Frequency	MLCC Package
Price Information		
MLCC Price Information Report	Monthly	⊙
MLCC Market Bulletin		
MLCC Market Bulletin	Biweekly	⊙
Datasheet		
MLCC Datasheet	Monthly	⊙
Other Service		
Analyst Con. Call/Business Visiting	Scheduled	⊙
Price(USD) – Excluded Tax		8,000

# MLCC Package

MLCC Package Service covers as below :

- **MLCC Price Information**

Regarding MLCC price information, TrendForce lists sizes, key commodity specs, and mainstream applications (smartphones, PCs/laptops, servers, gaming devices, and automotive electronics). Prices of MLCC products are constantly being tracked and updated on a monthly basis.

(Publish time: The end of month)

- **MLCC Market Bulletin**

TrendForce provides biweekly reports that update its members on the latest developments in the MLCC market and the price trend information.

- **MLCC Datasheet**

CapEx figures, production capacity figures, and inventory levels of MLCC suppliers are constantly being tracked and updated on a regular basis. TrendForce also provides analyses on the price trends and inventory statuses of production-related materials.

(Publish time: The beginning of month)



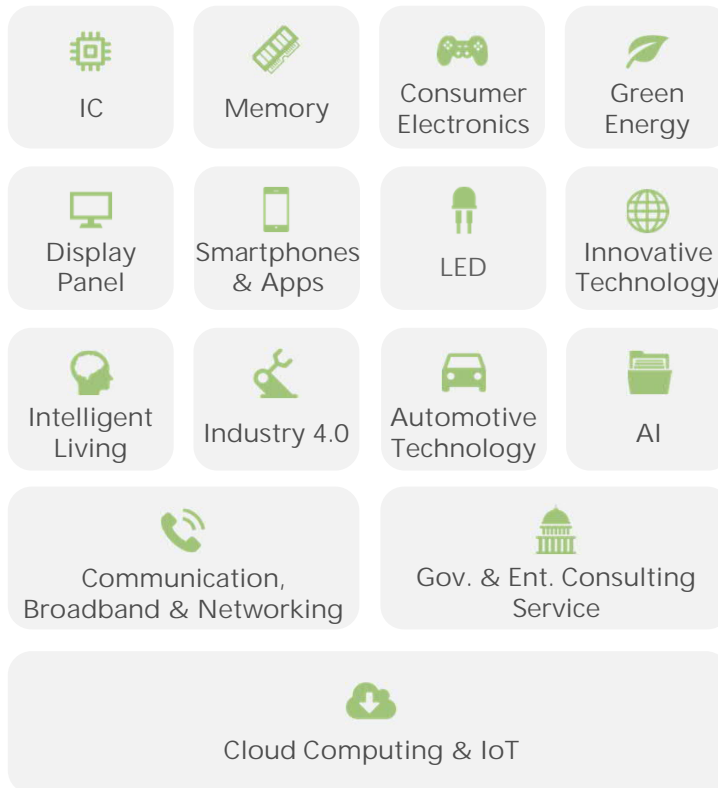
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