There are now about seven billion people on earth. About 80% of them live in developing countries, including in Asia. And the middle class is growing particularly fast in these countries. The trend toward high energy consumption in the macro environment is expected to grow even stronger going forward.

Energy conservation and environment conscious

Population trends by income class in newly emerging countries

Growth in newly emerging countries and the middle class

Energy conservation and environment conscious

Fusion of control and IT

Rapid move to motors with inverter technology

World's No. 1 share for continuously evolving MCUs

Low-power-consumption technologies that contribute to energy conservation

Technologies fusing MCUs (control) and SoCs (IT)

A new era of fusion of control and IT in all fields

Fusion of control and IT

New IT technologies like cloud computing are emerging, and as they do, control technology and IT technology are fusing. A variety of initiatives, especially in the industrialized countries, are starting up to use this fusion to achieve better service, safety, security, convenience, comfort and energy conservation.

The major semiconductor business model up to now has centered on device solutions, individually supplying the MCUs, analog devices, power semiconductor products, and so on that customers need for their products. At the same time, demand is growing for a model in which customers are provided with kit solutions consisting of combinations of MCUs, analog devices, and power semiconductor devices optimized for their products and, as products become more complex and attain more advanced functionality, for a model based on platform solutions incorporating advantageous technology and solution menu. We as the Renesas Group are bolstering our efforts to meet a wide range of different requirements according to the circumstances of our customers.

Changes in the Renesas Electronics Group’s Market Environment

Expansion of the middle class in developing countries and the population pyramid

There are now about seven billion people on earth. About 80% of them live in developing countries, including in Asia. And the middle class is growing particularly fast in these countries. The trend toward high energy consumption in the macro environment is expected to grow even stronger going forward.

Energy conservation and environment conscious

Motors account for about 60% of world consumption of electric power. Inverter control technology is already commonplace in Japanese energy-conserving appliances, but is not widespread in North America, Europe, or developing countries. The move to inverter technology is rapidly developing, however, as there is a greater emphasis on energy conservation and the environment worldwide.

Low-power-consumption technologies that contribute to energy conservation

World's No. 1 share for continuously evolving MCUs

A global sales network and strong customer support

Ability to offer solutions to meet demand in newly emerging countries

Offering Renesas Electronics Group Products with Three Solutions

The major semiconductor business model up to now has centered on device solutions, individually supplying the MCUs, analog devices, power semiconductor products, and so on that customers need for their products. At the same time, demand is growing for a model in which customers are provided with kit solutions consisting of combinations of MCUs, analog devices, and power semiconductor devices optimized for their products and, as products become more complex and attain more advanced functionality, for a model based on platform solutions incorporating advantageous technology and solution menu. We as the Renesas Group are bolstering our efforts to meet a wide range of different requirements according to the circumstances of our customers.

Offering Three Solutions That Draw on Our Advantages

This section discusses changes in the Renesas Electronics Group’s market environment and how we are using our Group strengths to address issues presented by that environment.