

Wireless Power Tracker

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QUARTERLY DELIVERABLE

Excel Data

- Updated market forecasts
- New consumer survey data

PDF Report

- Key market trends and forecast changes (variance)
- Regional consumer survey highlights

FORECAST DATA

Time Period

- 10-year annual forecast (2015 - 2026)

Measures

- Receivers, Transmitters
- Unit shipments, Revenues, Average Selling Price
- Split by:
 - Application
 - Technology
 - Power Rating

Applications

- Receivers
 - Mobile Phones, Tablets, Notebook PCs, Wearables, PC Peripherals, Home Peripherals, Small Appliances, Electric Vehicles, Power Tools and Others
- Transmitters
 - Standalone, Furniture, Combined Devices, Automotive in-cabin, Restaurants & Hospitality, Other Public.

CONSUMER SURVEY

Regions

- One country covered each quarter
- UK, US, China, South Korea

Question Coverage

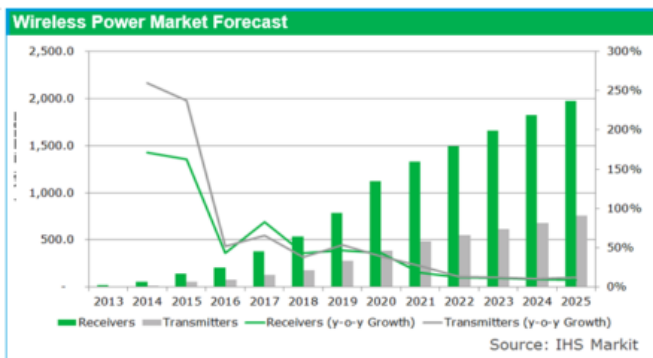
- Current Habits
- Awareness
- Purchasing
- Expectations
- Pricing
- Experience
- Future Technology & Improvements

Quarterly data for the fast-growing wireless power market.

The number of devices enabled with wireless charging will exceed 200 million units a year for the first time in 2016, according to the latest IHS Markit forecast. Driven by shipments in mobile phones and wearables, this represents a 40 percent increase over 2015 levels as more consumers experience wireless charging for the first time. The 2016 IHS Markit consumer survey showed that one in four people has now used wireless charging and more than 98 percent of those would choose the feature again on their next phone. Both consumer demand for the feature and the volume of enabled devices are growing each year.

However, the market remains volatile and complicated – competing standards, product announcement delays and a huge number of technological approaches are just some of the aspects that characterise this fast-growing market. But whilst activity within the industry has never been so high, the true opportunity lies in getting wireless power into the hands of consumers.

Which applications offer the best chances of success? And do customers truly understand what wireless power can give to them (if they've even heard of the technology at all)?



Key Issues Addressed

- Which applications offer the greatest volume and revenue opportunities for wireless power?
- Will low or high frequency systems 'win out' and what is the potential for uncoupled (e.g. RF)?
- How highly do consumers rate wireless charging, both before and after experiencing the technology?

Applicable To

- Device Manufacturers (OEMs)
- Module and Component Suppliers
- Semiconductors
- IP Owners and Developers
- Infrastructure Providers
- Network Providers
- Within organisations:
 - Product management
 - Marketing
 - C-Level executives

LEAD ANALYST

Victoria Fodale, Senior Analyst

Vicky joined IHS Markit in April 2012, working in the Power & Energy group, initially working on projects for the power supply and semiconductor markets and later the battery market. Since 2016, Vicky has taken the role of lead analyst on IHS Markit Technology's Wireless Power research portfolio, authoring reports such as the Charging Consumer Insights Reports and Wireless Charging in Wearable Applications as part of wireless power research and market intelligence team. Vicky is based in IHS Markit office in Wellingborough, UK.

David Green – Research Manager

David is Research Manager for the Wireless Power & Smart Utilities Infrastructure group at IHS Markit, leading a team of analysts focused on our intelligence services, research on key technology trends and consumer analysis.

David is a frequent speaker at wireless power conferences and events across the globe, and has previously worked within the video surveillance research team at IHS Markit. Prior to IHS Markit, David spent five years at an automotive technical consultancy focused on vehicle anti-theft, crime and security research. David holds a Bachelor's degree in Mechanical Engineering from Cardiff University and is based in the company's office in Wellingborough, UK

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Excel Tables

Market Forecast

- Receivers
- Total Market
- Variance to previous edition
- Total by Application
- Total by Implementation
- Total by Technology
- Total by Power
- Total by Region
- Charging versus Streaming
- Receivers - Mobile Phones
- Receivers - Tablets
- Receivers - Notebooks/netbooks
- Receivers - Wearables
- Receivers - PC Peripherals
- Receivers - Home Peripherals
- Receivers - Power Tools
- Receivers - Small Appliances
- Receivers - Electric Vehicles
- Receivers - Other

Transmitters

- Total Market
- Variance to previous edition
- Total by Application
- Total by Technology
- Total by Power
- Total Private
- Total Automotive
- Total Public
- Standalone
- Integrated - Furniture
- Integrated - PC & Notebook
- Integrated - Other
- Automotive - Electric Vehicles
- Automotive - In cabin
- Airport & Transport
- Restaurant & Hospitality
- Tx Vs. Rx technology comparison
- Tx Vs. Rx power comparison

Consumer Survey (50 questions)

- Current Habits
- Awareness
- Purchasing/Pricing
- Expectations
- Experience

PDF Report

- Executive Summary
- Introduction
- Market Forecast
 - Key Developments
 - Major product changes
 - Variance to previous quarter
 - Annual progress
- Consumer Survey
- Regional Highlights
- Variance to Global View

For more information [ihsmarkit.com/technology](https://www.ihsmarkit.com/technology)

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