



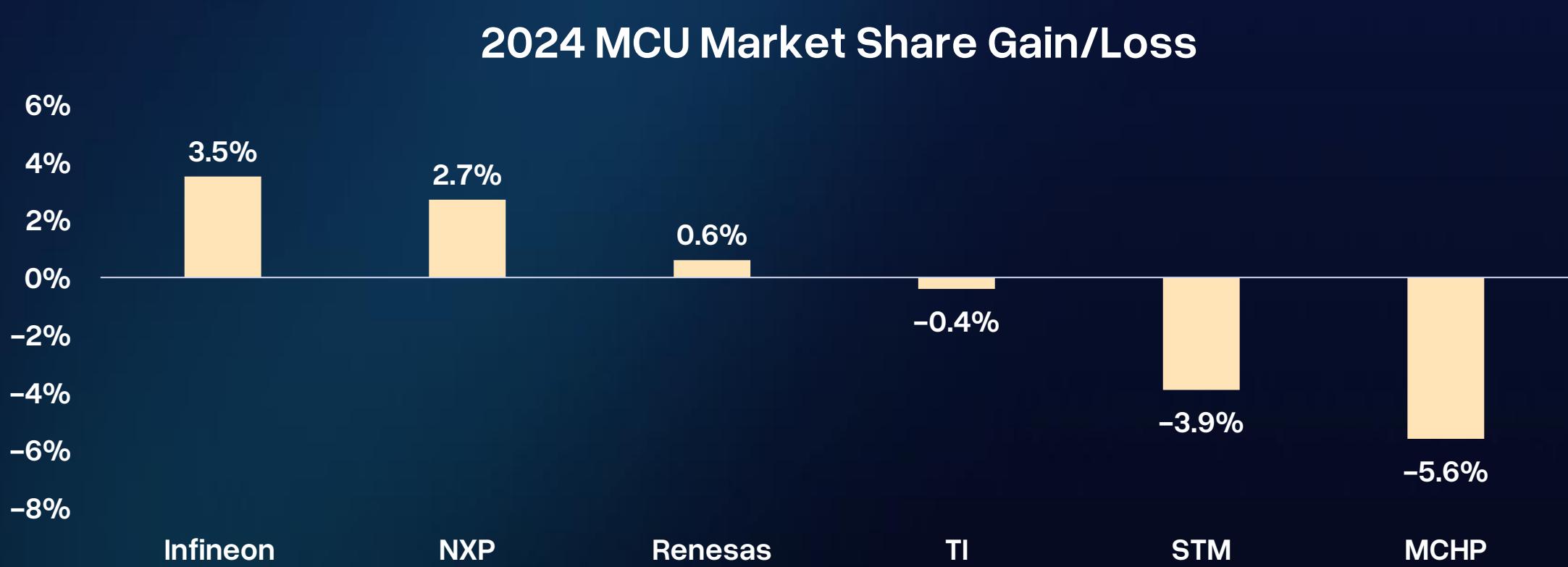
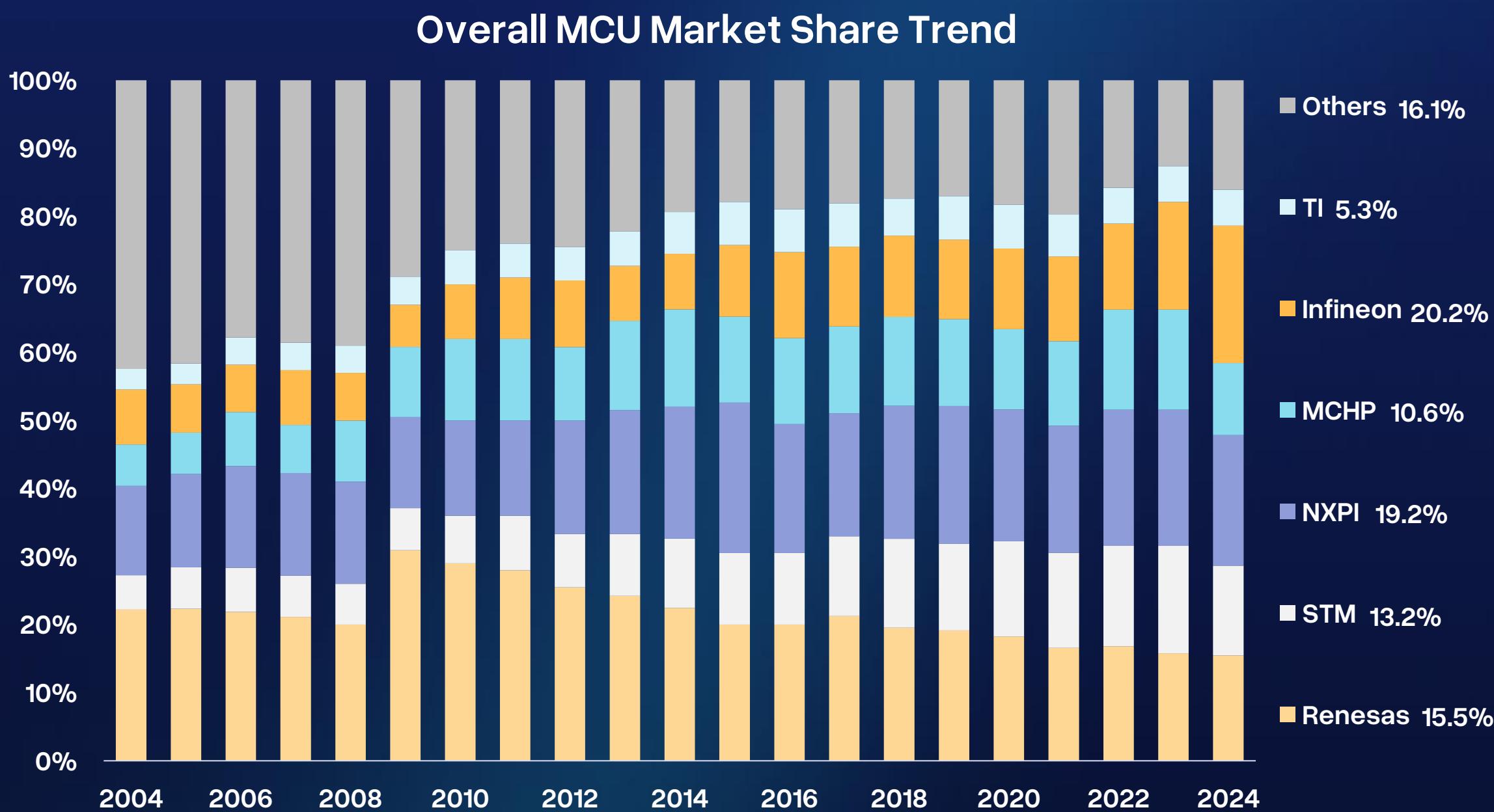
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The 1-Minute Brief

2024 MCU Market Share Snapshot

Key Gains & Losses

2024 MCU Market Share





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2024 MCU Market Share Gain/Loss

Supplier	2024 Market Share	Details
Infineon	Up 350bps	Strength in 16- and 32-bit automotive MCUs and strong traction in China
NXP	Up 270bps	Wins in auto and 32-bit applications
Renesas	Up 60bps	Earlier design-ins and next-gen E/E architecture MCUs
TI	Down 40bps	Competitor long-term contracts, TI's move to direct sales, and aggressive pricing by rivals
ST Micro	Down 390bps	Lost #1 position in 2024, now #4. Chinese competition undercuts general-purpose MCUs. Lost 10% share in China.
Microchip	Down 560bps	Continues to face strategic and structural challenges. Big share loss in 8-bit MCUs



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