The market for wireless power

Menno Treffers - November 2015
IHS reports strong increase in consumer awareness

• In June 2015, IHS reported that consumer awareness of wireless charging technology has doubled, reaching 76 percent of consumers in the United States, United Kingdom and China in the last 12 months.

• In 2014 only 36 percent of consumers said they had heard of wireless charging technology, according to a recent consumer survey conducted by IHS Inc.

What has changed consumer awareness?

- Major brands have started to advertise wireless charging as differentiating feature:
  - Samsung
  - Toyota
  - IKEA
IHS predicts strong growth
IHS predicts strong growth in 2015

- 120 million receivers will ship into the mobile phone market.
- 20 million receivers will ship into the wearable technology market
- 50 million wireless chargers will ship
- $1.7 billion revenue generated from receivers and transmitters across all applications in 2015
The future outlook for wireless power technology…

2 BILLION RECEIVERS SHIPPED IN 2024
Growth ...

• All mobile phone receivers are Qi compatible
• Nearly 100% of the transmitters sold are pure Qi

• The increase in volume
  – Drives down cost of Qi components
  – Drives innovation: more choice, better performance
  – Justifies investment in advertising for wireless charging

• That increases the demand for wireless charging
Tipping point?
The Wi-Fi tipping point

Another example: CD-Recordable disc
Tipping point?

World market for wireless power – revenue ($ billions)

Source: IHS

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**Tipping point?**

- The growth pattern is similar to what we have seen with WiFi and CD-R
- The predicted growth of more than 200% in 2015 suggests we have reached tipping points
  - But these are just analogies.
  - Growth in standards adoption is a process with strong feedback mechanisms and is, therefore, inherently unpredictable.
- We will know next year, looking back, if 2015 really was the breakthrough year.