Medium-term Strategies

Promoting Growth Strategies Aimed at the Arrival of the IoT Era

The TAIYO YUDEN Group is strengthening its marketing activities and enhancing its production capacity for the electronic components market, on which explosive growth in demand is anticipated for automotive electronics and other devices.

Enhanced Production Capacity for Addressing a Broader Range of Needs

The value of the global CPS* and IoT market will grow to approximately ¥400 trillion by 2030.

Manufacturing, Medical care/Nursing care, and Home-use/Personal-use will all more than double compared with 2016.

Sales ratio of focus markets

Enhancing Productivity in Preparation for the Era of 10 Trillion Devices

Utilize IoT and big data to eliminate wastefulness, inconsistency, and overburden; promote major advancements in manufacturing.

Along with this skyrocketing growth in internet-connected devices, the demand for electronic components is also anticipated to explode. In pursuit of expanded production volume and consistent quality, the TAIYO YUDEN Group is eliminating wastefulness, inconsistency, and overburden to reduce losses, and is promoting the “Smart.E” project as a productivity-enhancing measure designed to establish a production structure that can undertake this exponentially greater volume of production.

* CFS: Cyber-physical System. A service or system that collects various types of data via a sensor network, for example, which it then utilizes and analyzes as a means of realizing an efficient, advanced society.

Source: Japan Electronics and Information Technology Industries Association (JEITA) “Demand Value Forecast by Application Field on the CPS (Cyber-physical System and IoT (Internet of Things) Market Global Market)”