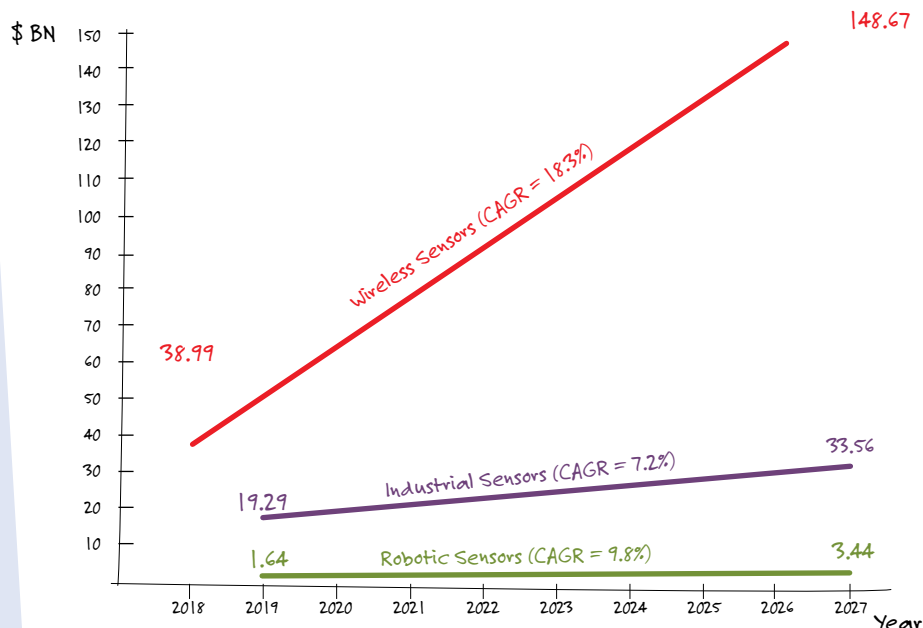


## Sensors: The Only Way Is Up



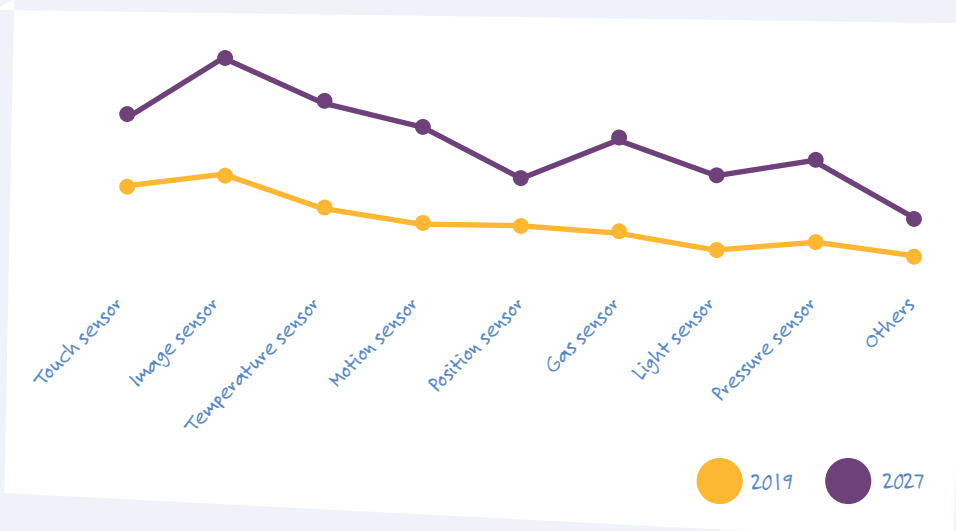
What is so striking when portraying the global sensor market? That wireless sensors represent by far the most significant part of this market. But it is not only that. Expected growth rates for wireless sensors look very

impressive for years to come. Why is this? The answer is: because the variety in applications for wireless sensors is staggering, from traffic optimization to air pollution to car theft. Yes, there is some overlap with other

markets, such as the markets for industrial and robotic sensors. But wireless sensors form a league of their own.

(Source: Fortune Business Insights)

## Smart Sensors Can Do Anything



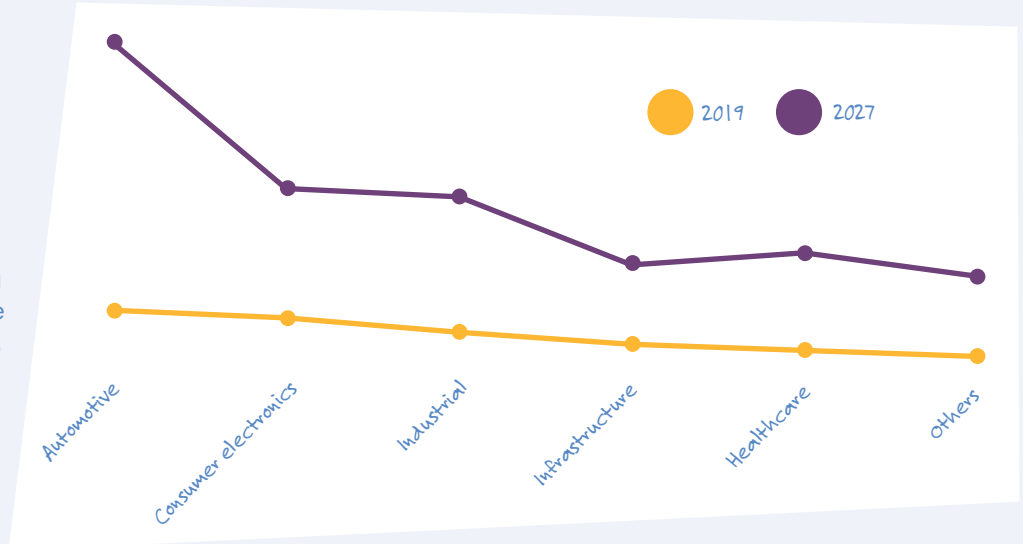
Smart sensors can take on any task, judging from the different types of intelligent sensors currently available on the market. While local intelligence on the edge of the Internet will drive demand for smart sensors, touch sensors and image sensors will also continue to grow in importance. In addition, smart gas sensors have a unique role to play. They have to be both extremely sensitive and accurate to determine NO<sub>x</sub> and CO<sub>2</sub> emissions. After all, climate change is a hot topic that demands undisputed facts.

(Source: Allied Market Research, Fortune Business Insights)

# Where Wireless and Smart Come Together

Wireless sensors do not necessarily have to be smart; take level sensors, for example. And smart sensors do not necessarily have to be wireless; just look at touch sensors. However, there is a world where wireless and smart sensors come together: automotive. Here, wireless + smart sensors can play their part in parking optimization, preventive maintenance checks, and many other applications. No wonder then, that automotive stands out as the most important market for wireless + smart sensors in the coming years.

(Source: Allied Market Research)



Just Married  
together forever

## Software in Sensors

By definition, a sensor starts its life as hardware. But this is no longer the whole story. Nowadays, sensors rely on the pairing of both hardware and software. What's more: this approach of  $\pm 50\%$  hardware and  $\pm 50\%$  software will result in many offspring in the coming years — not in the sense of children, but the sense of continuing growth. According to Allied Market Research, the market for smart sensors — the combination of hardware and software par excellence — will grow 14.3% between 2020 and 2027.

(Sources: Allied Market Research, ARC Advisory Group, Fortune Business Insights; among others)

## What Is the Impact of Covid-19?

Can we tell how Covid-19 will impact the global sensor market? Since almost all market research firms analyze five or more years, their research currently indicates that sensor markets will overcome any negative impact within the period 2021-2026. Some of them think the effect of Covid-19 will be a thing of the past a year from now. The most optimistic market research firms believe all the economic damage done will be overcome by the end of this year. Overall, there is broad agreement that the impact of Covid-19 will have faded away within two years.

(Sources: Allied Market Research, Fortune Business Insights, Research and Markets; among others)

