EU mandate will have a significant impact on USB-C penetration, with new newcomers coming into the USB-C space

The overall USB-C penetration this year has been subdued after the pandemic surge. Shifting demand and component shortage has limited shipment growth of some devices. USB-C penetration in notebook PC and smartphone markets continues to grow with 2022 penetration expected to be 95.8% in notebook PC and 59.6% in smartphone.

In June 2022, the EU mandated that makers of most consumer electronic devices adopt a common USB-C charging standard by fall 2024. The rule pertains to mobile phones, tablets, e-readers, earbuds, digital cameras, headphones and headsets, hand-held videogame consoles and portable speakers that are rechargeable via a wired cable. Laptops will come under the new rule roughly in 2027.

There are indications that USB-C costs are falling enough to allow penetration in the price-sensitive lower-tier segment. The EU mandate will further accelerate USB-C power in small portable devices as wireless speaker and e-readers.

The 2022 edition of the USB-C report looks at the annual adoption rate of USB-C across 32 products within the computing, portable devices, consumer electronics, transportation and electrical segments from 2019 to 2026. Product-level analysis and forecasts for adoption of Power delivery, DP alt-mode and Thunderbolt are also included in the report.

The USB-C Report is part of Omdia’s Consumer Electronics Viewpoint Service. An Excel spreadsheet accompanies the PowerPoint analysis.
Report Coverage

**KEY ISSUES ADDRESSED**

- What is the current and future adoption of USB-C across the computing, portable devices, consumer electronics, transportation and electrical segments?
- What products will adopt USB-C or discontinue use?
- What trends drive adoption of USB-C? What factors limit growth?
- How are USB-C protocols, such as Power Delivery, DP alt-mode and Thunderbolt penetrating the market?

**COVERAGE**

**Frequency, Time Period**
- Base year: 2019
- Forecast to 2026

**Measures**
- Unit shipments (kU)
- Adoption rate (%)

**Regions, Markets**
Worldwide

**Vertical Markets Covered**
- Computing segment
- Portable devices segment
- Consumer electronics segment
- Transportation segment
- Electrical segment

**Products Covered**
- Notebook PC
- Monitor
- Desktop PC
- AIO PC
- Residential Wi-Fi
- Projector
- PC docking station
- External HDD/SSD
- Discrete adapter & hub
- Battery Charger
- Smartphone
- Tablet
- Portable device accessories
- Portable device chargers
- TV
- Set-top box
- Streaming media device
- Soundbar
- Wireless speaker
- Smart speaker

**APPLICABLE TO**

- Marketing and product managers, market analysts, executives
- Business and strategic planners
- Semiconductor suppliers
- PC, CE, and automotive device vendors
- Device makers (OEMs and ODMs)
- Cable and connector vendors
- Trade and industry associations
- Financial institutions, banks, securities firms, venture capitalists

**Technologies Covered**
- USB–C
- Power Delivery
- Thunderbolt
- DP alt-mode

**Marketing and product managers, market analysts, executives**
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*The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.*
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