



MIA

Brought to you by Informa Tech

# USB Type-C 2023 Report

**TC Goh**  
*Senior Analyst*

*Part of the Consumer Electronics &  
Display Applications Service Area Package*

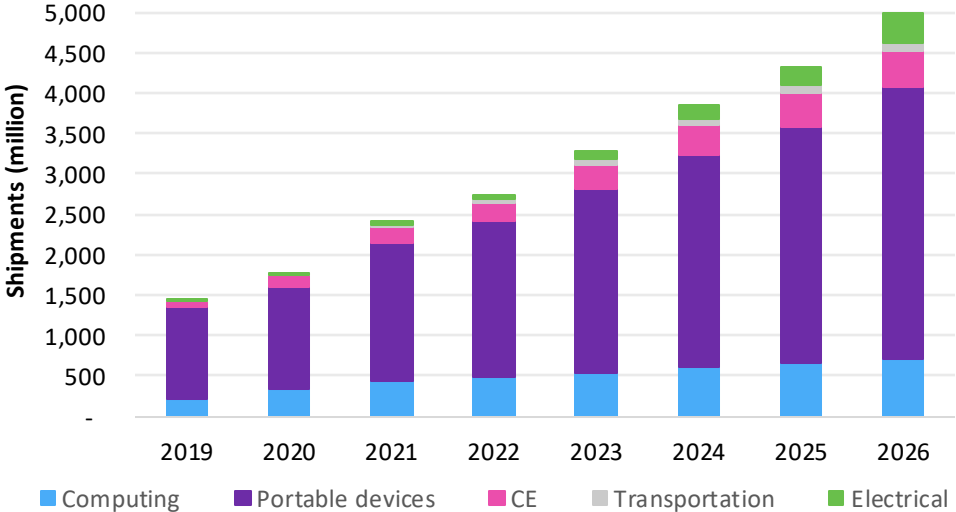
USB Type-C Report - 2023  
**07 | 2023**

**QM&A**

# USB Type-C 2023 Report

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

USB-C shipments by segment



Source: Omdia

© 2023 Omdia

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 2023 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 2020 to 2027. 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	COVERAGE			APPLICABLE TO
<ul style="list-style-type: none"> <li>• What is the current and future adoption of USB-C across the computing, portable devices, consumer electronics, transportation and electrical segments?</li> <li>• What products will adopt USB-C or discontinue use?</li> <li>• What trends drive adoption of USB-C? What factors limit growth?</li> <li>• How are USB-C protocols, such as Power Delivery, DP alt-mode and Thunderbolt penetrating the market?</li> </ul>	<p><b>Frequency, Time Period</b></p> <ul style="list-style-type: none"> <li>• Base year: 2020</li> <li>• Forecast to 2027</li> </ul> <p><b>Measures</b></p> <ul style="list-style-type: none"> <li>• Unit shipments (kU)</li> <li>• Adoption rate (%)</li> </ul> <p><b>Regions, Markets</b></p> <ul style="list-style-type: none"> <li>• Worldwide</li> </ul> <p><b>Vertical Markets Covered</b></p> <ul style="list-style-type: none"> <li>• Computing segment</li> <li>• Portable devices segment</li> <li>• Consumer electronics segment</li> <li>• Transportation segment</li> <li>• Electrical segment</li> </ul>	<p><b>Products Covered</b></p> <ul style="list-style-type: none"> <li>• Notebook PC</li> <li>• Monitor</li> <li>• Desktop PC</li> <li>• AIO PC</li> <li>• Residential Wi-Fi</li> <li>• Projector</li> <li>• PC docking station</li> <li>• External HDD/SSD</li> <li>• Discrete adapter &amp; hub</li> <li>• Battery Charger</li> <li>• Smartphone</li> <li>• Tablet</li> <li>• Portable device accessories</li> <li>• Portable device chargers</li> <li>• TV</li> <li>• Set-top box</li> <li>• Streaming media device</li> <li>• Soundbar</li> <li>• Wireless speaker</li> <li>• Smart speaker</li> </ul>	<ul style="list-style-type: none"> <li>• Headphones</li> <li>• Video game (console, handheld, virtual reality and accessories)</li> <li>• E-reader &amp; e-note</li> <li>• Digital still camera</li> <li>• Digital video camera</li> <li>• Automotive</li> <li>• Electric two-wheeler</li> <li>• Wall socket</li> <li>• Power strip</li> <li>• Wireless charging station</li> </ul> <p><b>Technologies Covered</b></p> <ul style="list-style-type: none"> <li>• USB-C</li> <li>• Power Delivery</li> <li>• Thunderbolt</li> <li>• DP alt-mode</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing and product managers, market analysts, executives</li> <li>• Business and strategic planners</li> <li>• Semiconductor suppliers</li> <li>• PC, CE, and automotive device vendors</li> <li>• Device makers (OEMs and ODMs)</li> <li>• Cable and connector vendors</li> <li>• Trade and industry associations</li> <li>• Financial institutions, banks, securities firms, venture capitalists</li> </ul>

# Table of Contents

- **Notes on the report**
- **Key findings**
- **USB-C introduction and shipment overview**
- **Power Delivery, DP alt-mode, and Thunderbolt shipment overview**
  - Power Delivery
  - DP alt-mode
  - Thunderbolt
- **Segments in detail**
  - Computing
  - Portable devices
  - Consumer electronics
  - Transportation
  - Electrical
- **Definitions**
- **Appendix**

# Thank you

## Disclaimer

The Omdia research, data and information referenced herein (the “Omdia Materials”) are the copyrighted property of Informa Tech and its subsidiaries or affiliates (together “Informa Tech”) or its third party data providers and represent data, research, opinions, or viewpoints published by Informa Tech, and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice and Informa Tech does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an “as-is” and “as-available” basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa Tech and its affiliates, officers, directors, employees, agents, and third party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa Tech will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.

## Get in touch!



customersuccess@omdia.com

 @Omdia



@OmdiaHQ