

Summary

Sales forecast on research items in 1985, 1990 and 1995.

(With too many factors for change, forecast by Least Squares Method or Growth Curve Method does not seem appropriate.

Accordingly we applied a technique somewhat similar to the Delphi Method by interviewing the key marketing personnel from major manufacturers of the sector.)

1) Volume

(Unit: 100 million pcs.)

Product Name		Year	1985	1990	1995
Laminated Ceramics Capacitor			110.0	220.0	443.0
Thermistor			1.9	3.3	5.3
Varistor (ZnO)			3.5	7.3	11.8
Piezoelectric Device (PZT)	Filter		8.0	16.7	28.3
	Buzzer		3.7	7.2	11.7

2) Value

(Unit: 100 million yen)

Laminated Ceramics Capacitor			420	840	1,780
Thermistor			110	187	303
Varistor (ZnO)			68	136	220
Piezoelectric Device (PZT)	Filter		24	29	35
	Buzzer		99	175	282