



CONTACT: Jennifer Read
678-393-9990
jread@ecianow.org

December 16, 2020

FOR IMMEDIATE RELEASE

ECIA's Chief Analyst Dale Ford Releases Research Results

Atlanta – [ECIA posted a summary](#) of its monthly Electronic Components Sales Trend (ECST) survey, covering the most recent survey conducted in November and concluded just before Thanksgiving. According to ECIA's Chief Analyst, Dale Ford, these results are encouraging despite the weaker forecast outlook for December. The December forecast for overall component sales registers at 113.9, down from a result of 136.9 in November; while these results are disappointing, the index declined it is still above 100, which indicates expectations of sales growth. Multiple factors could account for the softer outlook for December. Most prominent is concern about the resurgence of the pandemic and renewed actions by government leaders to combat its spread including the renewed closure of many businesses. The economic impact from renewed quarantines and closures will be reflected across the economy, including electronics. In addition to the continuing crisis, it should be noted that December is traditionally a weak month in the annual cycle of electronics component sales.

ECIA members can view detailed results of these monthly surveys in the North America Electronic Component Sales Trends (ECST) report on the [Stats & Insights](#) page of the ECIA website. This report presents data in 43 figures and 172 tables covering current sales expectations, sales outlook, product cancellations and product lead times. The data is presented at a detailed level for six major electronic component categories and eight end markets. Also, survey results are segmented by aggregated responses from manufacturers, distributors, and manufacturer representatives.

Dale Ford is an in-demand industry analyst who speaks at numerous conferences, including the recent 'Engineering the Conversation' sponsored by [ECIA Service Partner Lectrix](#). His well-attended presentation, 'Electronic Components: A Whipsaw to a Swoosh' deftly interpreted a wide range of industry data and brought insight to the audience about the global impact of the pandemic and prospects for 2021. A recording of that presentation is [available from Lectrix](#).

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.