

CES 2026 ARTICLE

Electronic Components Achieve Exciting Visibility

By ECIA's Chief Analyst Dale Ford: Part 2 January 2026

While there was solid participation of electronic component manufacturers at CES, many of the companies were not visible as they remained behind closed doors with invitation-only access. Fortunately, there were high-profile companies that did an outstanding job of representing the vital building blocks for everything you see at CES. Companies like Kyocera/AVX, Bosch, Murata, Taiyo Yuden, Qualcomm, nVidia, and others had great exhibits of their products. However, from my perspective, the most impressive presentation at the show was by TDK. Located in a prime location next to the LG area that always has a lot of traffic, TDK exhibited products across the breadth of its portfolio. Kudos to TDK for representing our industry in such an outstanding manner!!





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