

September Industry Pulse Sales Sentiment Results Convey Continuing Optimism

ECIA's Industry Pulse: Electronic Component Trends and Sentiment September 2025

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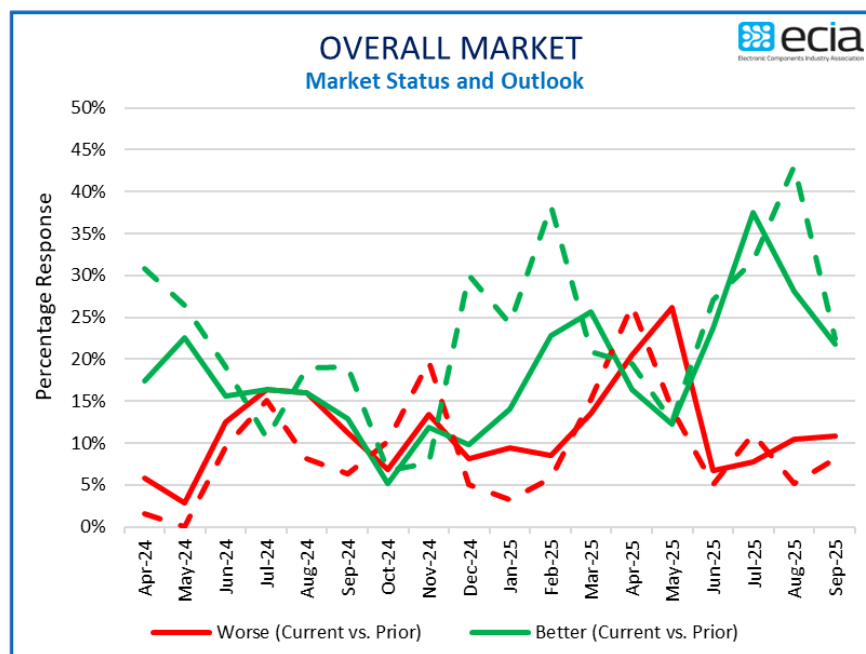
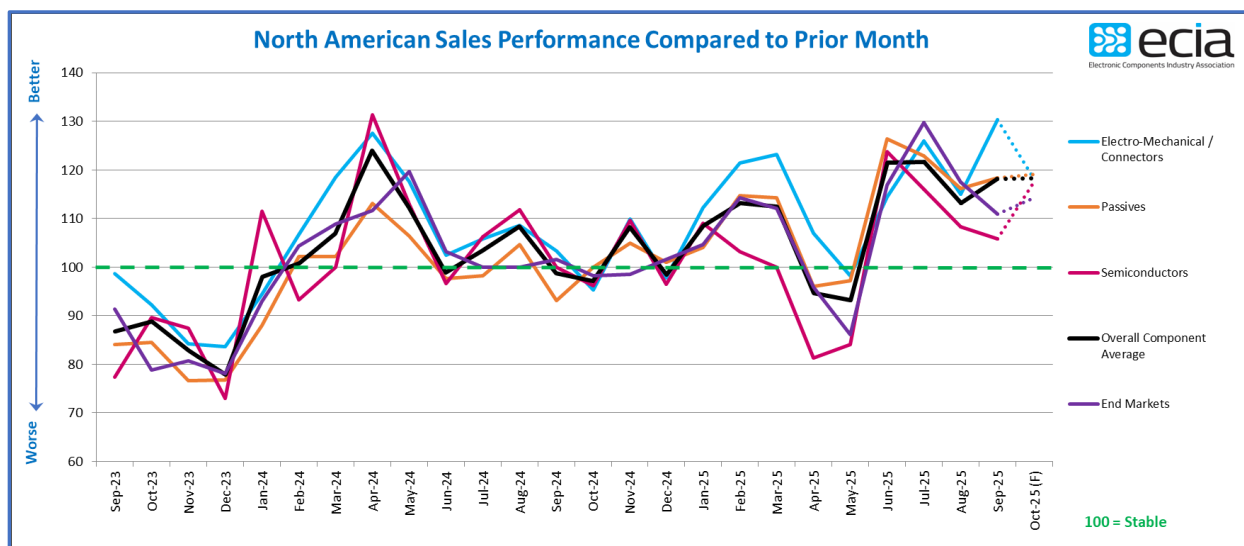
The overall product sales sentiment index improved by 5 points between August and September, reaching 118.2 in the September Industry Pulse survey. Once again, the actual survey results fell short of the exuberant forecast in the August survey. However, the improvement in the index in September and the fourth straight month of index scores solidly above the threshold of 100 is highly encouraging. The July and August monthly survey results are consistent with the Q3 Industry pulse survey expectations. The principal driver of improvement in the September overall index is driven by the jump in the Electro-Mechanical category, which jumped from 115.0 to 130.3. The Passives category improved slightly by 2.2 points while Semiconductor sentiment fell again, dropping to 105.9 in September. The index forecast for all three component categories converges around 118.3 in the October outlook. Only 1.5 points separate the Passive index forecast at 119.1 on the high end and Semiconductors at 117.6 on the low side. Achieving this forecast would be a great start to the fourth quarter sales environment.

The end-market index score diverged from the product index as it fell from 117.5 in August to 110.9 in the September measurement. However, the strength of the overall end-market score is solid as every category delivers results above 100 in both the September assessment and the October outlook, except for Consumer Electronics. However, Consumer Electronics is expected to deliver the strongest improvement in the October outlook as it is forecast to increase by 9.9 points to reach 93.8. The other categories with strong forecast improvements in October are Industrial Electronics and Medical Electronics. Surprisingly, the strongest segment, Avionics/Military/Space, is forecast to see a strong drop of 12.8 points in sales sentiment between September and October.

In recent surveys, ECIA began measuring sales sentiment compared to the same month in the prior year. The results of this measurement are even stronger than the month-to-month perspective. The year-over-year overall index score for both Electronic Components and End Markets averaged over 140 between June and September. All three component segments report strong year-over-year sentiment. Avionics/Military/Space and Industrial Electronics leads sales sentiment scores in the year-over-year End Market results.

One area of concern is the pattern of very low sales sentiment reported by Manufacturers starting in July and extending through the October forecast. The overall average score from Manufacturers between July and October is 17.5 points below the average for all three groups. The scores for Semiconductors and Resistors are especially negative as reported by Manufacturers. Meanwhile, Manufacturer Representative index scores have averaged 14.7 points above the average from the three reporting groups between May and October. The negative perspective from Manufacturers holds true in the results for the end-market assessment also. The outlook from Manufacturers drops to 100 points in the October outlook, over 29 points below the average of Manufacturer Representatives and Distributors. It may be that direct sales are performing significantly below channel sales for manufacturers in recent months.

Reports of increasing lead times fell by 5 percent on average between August and September as stability reigns in the authorized channel.



The ECST survey provides highly valuable and detailed visibility on industry expectations in the near-term through the monthly and quarterly surveys. This “immediate” perspective is helpful to participants up and down the electronics components supply chain. In the long-term, ECIA shares in the optimism for the future as the continued introduction and market adoption of exciting innovative technologies should motivate both corporate and consumer demand for next-generation products over the long term.

The complete ECIA Electronic Component Sales Trends (ECST) Report is delivered to all ECIA members as well as others who participate in the survey. All participants in the electronics component supply chain are invited and encouraged to participate in the report so they can see the highly valuable insights provided by the ECST report. The return on a small investment of time is enormous!

The monthly and quarterly ECST reports present data in detailed tables and figures with multiple perspectives and covering current sales expectations, sales outlook, product cancellations, product decommits and product lead times. The data is presented at a detailed level for six major electronic component categories, six semiconductor subcategories and eight end markets. Also, survey results are segmented by aggregated responses from manufacturers, distributors, and manufacturer representatives.