The photoelectric sensors market showed good growth in 2018 as compared with 2017. Continuing technological advancements in automation result in more and more sensors and devices being deployed in plant systems. With the increasing adoption of Industry 4.0 and Internet of Things (IoT) solutions, the demand for intelligent sensors as data providers will continue to grow, especially from factory automation as this capability enables them to use their equipment and machines with far greater flexibility than ever before.

A strong driver for photoelectric sensors is the emerging Industrial IoT and smart sensing, which requires sensor-based measurements for analysis and decision support purposes.

For the top suppliers, ARC sees a strong concentration in Europe (particularly Germany) and Asia (Japan). Also, both regions host specialized smaller companies. North America also hosts a number of strong suppliers of photoelectric sensors.

Automotive is the most important end user industry for photoelectric sensors, followed by the food & beverage and machinery industries. The major drivers for growth include need for digital transformation or digitalization, machine learning, and reliable and accurate data at the right time to the right people.

Regarding the business cycle, ARC expects rather sound development during the forecast period, despite political crises and currency fluctuation in the world economy.

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OEMs often stick to their current suppliers of photoelectric sensors. In Asia, price still plays an important role, while in Europe reliability and increasingly embedded intelligence are important buying criteria. This report answers key questions to help new suppliers enter the market and existing suppliers grow their businesses, such as:

- How can suppliers best position photoelectric sensors within an information-driven manufacturing value proposition?
- What types of sensor solutions are users looking for?
- Is it more important to focus on solutions instead of simple product business?

This research is available as a Market Intelligence Workbook (Excel) and/or a concise, executive-level Market Analysis Report (PDF), with or without detailed charts.