

Industry Pulse Survey Results for August Sales Sentiment Decline from July but Remain Solid; Quarterly Results Show Optimism Through End of 2025

ECIA's Industry Pulse: Electronic Component Trends and Sentiment August 2025 and Q3 2025 Results

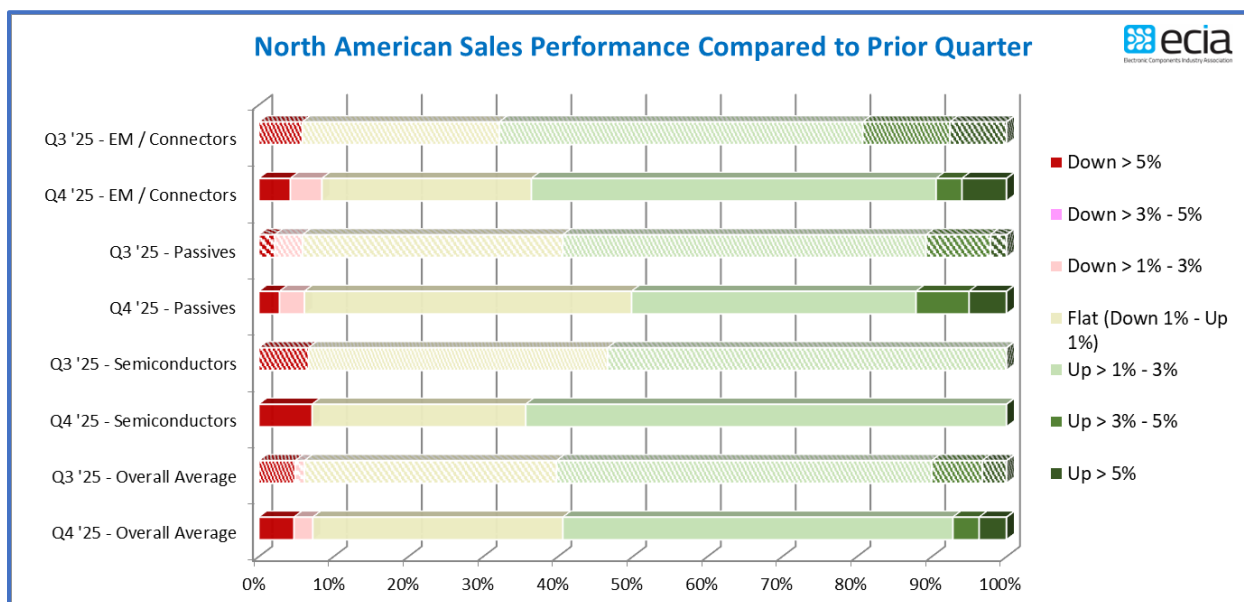
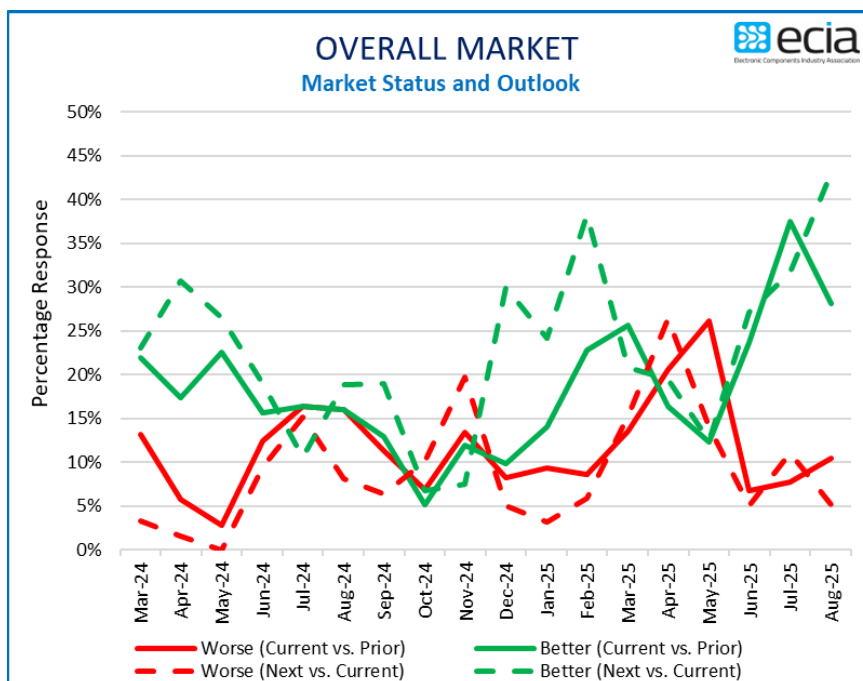
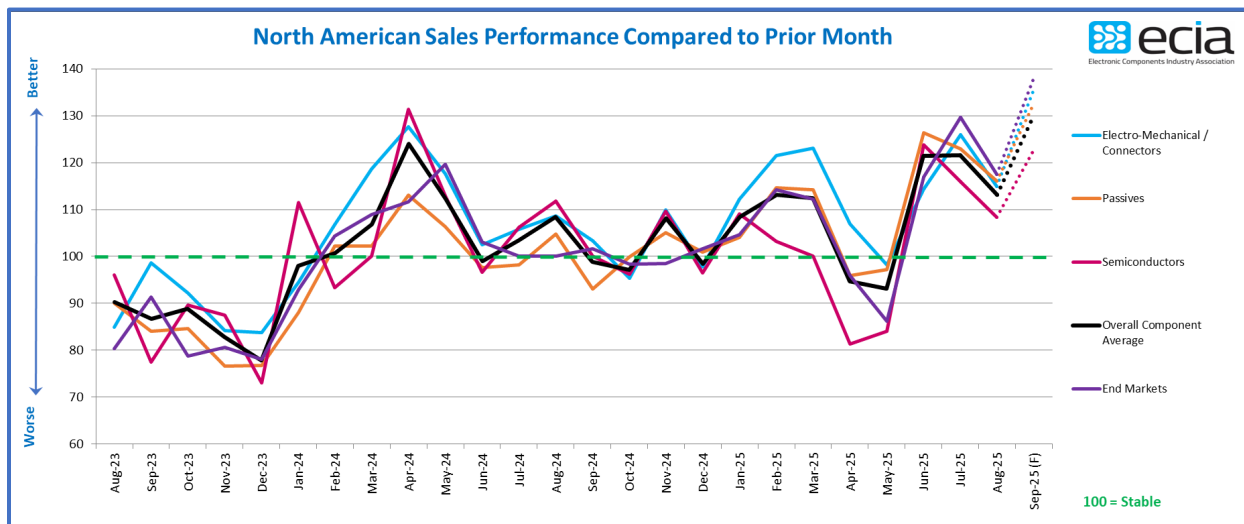
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The August Industry Pulse survey results fell far short of expectations from the July survey, as the overall index declined from 121.6 to 113.2 between July and August. The outlook for August, as reported in the July survey, was 127.5. While it is not unusual for actual results to fall short of expectations, this was a relatively significant miss. Despite the disappointing July results, optimism still prevails as survey participants predict a strong jump in September, with an overall average score of 130.2. The three major component categories are moving in lockstep as they all fell by a similar amount in August and are all projected to improve by a similar amount in September. Passive and Electro-Mechanical components achieved the strongest scores, with index scores of 116.1 and 115.0, respectively, for August. Semiconductors came in at 108.3 in August. The end-market index scores are tracking the component category scores, with results slightly above the product segments. 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 average product index score ranges from 142.4 to 141.1 in June and August, with a brief jump to 151 in July. The overall end-market score compared to last year also delivers strong results with an index score averaging between 140.0 and 145.2 over the last three months. The most encouraging results come from the Q3 2025 Industry Pulse survey, as it shows solid optimism from Q3 through to Q4 2025. The continued sales sentiment momentum revealed by both the August and Q3 surveys is very encouraging.

Sixty percent of survey respondents report overall expectations of positive sales sentiment for Q3, with that figure sustained at 59% for Q4. Only 6% and 7% of respondents saw declining sales sentiment in Q3 and Q4, respectively. Electro-Mechanical components show the strongest scores for Q3 and Q4. Semiconductors see the next most positive view with a significant improvement in Q4. It is hard to know what to believe with the various economic reports on the US economy. So far, the overall economy appears to be providing a reasonably solid foundation to support industry growth through the end of 2025. But that all depends on which economist you choose to believe!

Once again, Manufacturer Representatives delivered the most robust scores for sales sentiment in August in every component category. On an encouraging note, Distributors delivered a significant improvement in their reported scores for August as they came into closer alignment with the overall average for all groups. Manufacturers show growing pessimism in July and August, which only sinks further in their September expectations. With one exception, every individual end-market came in above the 100-point threshold in July, led by the Industrial and Avionics/Military/Space segments at 129.6 and 141.3, respectively. Only Consumer Electronics fell below the 100 threshold at 97.2. The outlook for August calls for every market to deliver scores strongly above 100. The continued broad-based positive results for June through the September and Q4 outlook reinforce the very optimistic picture these results portray.

Once again, reports for lead time scores continue to portray a highly stable environment in spite of a notable increase in reports of increasing lead times. Participants reporting increasing lead times fell slightly from 23% on average in July to 20% in August. Less than 1% report decreasing lead times on average. stability dominates the picture with 80% seeing a stable environment.



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.