

# Global Mini LED Display Market by Application (Automotive Display, Television, Smartphones, Notebook/Laptop, and Others) and End User (Consumer Electronics, Automotive, and Other): Global Opportunity Analysis and Industry Forecast, 2020–2027

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# **Abstracts**

The global mini LED display market size was valued at \$0.20 billion in 2019, and is expected to reach \$1.90 billion by 2027, growing at a CAGR of 91.10% from 2020 to 2027.

Mini-LED displays can offer deeper, darker blacks, brighter & richer colors, and better contrast. One of the main benefits of mini LED over conventional LED TVs is that LED backlights are much smaller and more precise. Mini LEDs are gaining popularity in display units such as TVs, smartphones, and many more. Increase in demand for electronic products with better performance and higher efficiency is anticipated to escalate the demand for mini LEDs technology in the coming years. For instance, Apple is planning to introduce mini LED displays across much of its product lineup such as Mac notebooks and iPads. This display is expected to bring some useful technology improvements to Apple's products.

The prominent factor that drives the mini LED display market growth includes increase in demand for mini LED backlight in the electronics industry. The mini LED backlight for displays is rapidly gaining attention in the electronics market as major brands in consumer electronics, such as LG, Samsung, AUO, and others, plan to launch products featuring mini LED technology. Rise in usage of smartphone and increase in penetration of its numerous features in day-to-day lifestyle are anticipated to provide lucrative



opportunity for the mini LED display market growth. However, one of the major restraints is the high cost of mini LED display. On the contrary, increase in investment in mini LED display technologies in Asia-Pacific is anticipated to provide lucrative opportunities for the expansion of the mini LED display industry during the forecast period.

The global mini LED display market is segmented into application, end use, and region. On the basis of application, the market is classified into automotive display, television, smartphones, notebook/laptop, and others. Depending on end use, the market is fragmented into consumer electronics, automotive, and other.

Region-wise, the mini LED display market trends are analyzed across North America (the U.S. and Canada), Europe (Germany, the UK, France, and rest of Europe), Asia-Pacific (China, Japan, South Korea, Taiwan, and rest of Asia-Pacific), and LAMEA (Latin America and Middle East & Africa). North America accounted for the highest market share, owing to the expansion of the electronics market and rise in adoption of mini LED technology in the U.S.

KEY MARKET SEGMENTS

BY APPLICATION

Automotive Display

Television

Smartphones

Notebook/Laptop

Others

BY END USER

Consumer Electronics

Automotive



# Other

# BY REGION

North America

U.S.

Canada

# Europe

Germany

UK

France

Rest of Europe

# Asia-Pacific

China

Japan

South Korea

Taiwan

Rest of Asia-Pacific

# LAMEA

Latin America

Middle East & Africa



### **KEY PLAYERS**

Japan Display, Inc.

Everlight Electronics Co. Ltd.

**EPISTAR Corporation** 

**AU Optronics Corp** 

**Innolux Corporation** 

VerLASE Technologies LLC

**BOE Technology Group Co** 

San'an Optoelectronics

Lextar Electronics Corporation

Harvatek Corporation



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