

Organic LED Market by Application (Display (Television and Monitors, Smartphones, Notebooks and Tablets, Automotive and Others) Lighting) and Type (PMOLED and AMOLED) - Global Opportunity Analysis and Industry Forecast, 2014 - 2020

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Abstracts

Organic LED Market is expected to garner \$37.2 billion by 2020, registering a CAGR of 18.3% during the forecast period 2015 - 2020. OLED, also known as organic light emitting diode is a flat light emitting technology developed by placing thin organic films between two conductors. OLED technology is garnering more acceptance among end users since they are thinner, brighter, lighter in weight, more power efficient and offer higher contrast as compared to LCDs. OLEDs offer wide viewing angles, faster response time, higher contrast ratios and more saturated colors to enhance viewing experience of end users. OLED is one of the most promising display and lighting technologies that has the capability of offering power efficiency lighting and is superior compared to the fluorescent tubes and incandescent bulbs. OLED technology helps the end user to create flexible display and lighting panels. OLEDs are more expensive as compared to LED and LCD products. However, the price of these products would decrease gradually once the products get more acceptance in the market.

The World OLED technology market is predicted to show a promising growth during the forecast period owing to the increased demand for energy efficient and eco-friendly lighting products that would consume less energy. This is the major factor driving the world OLED market. OLEDs are primarily used for display and lighting functions. Based on the rapid technological developments taking place, OLED technology has shown drastic improvement in the past few years.

Geographically, the world OLED market is segmented into North America, Europe, Asia-Pacific and LAMEA (Latin America, Middle East and Africa). Asia-Pacific leads the world OLED market, accounting for majority of the total market share by revenue. It is

followed by North America, Europe and LAMEA. Most of the key players including Samsung, LG, AUO, Panasonic and others, have their base in the Asia-Pacific region. These companies are not restricted to regional level but have a worldwide presence. These companies have adopted product launch, partnership and collaboration as their major growth strategies to stay competitive in the market. These strategies enable the company to enhance their overall business revenues and expand their consumer base. The report segments the OLED market based on application, display type, applications of OLED display panel, end users and geography. Based on application, the OLED market is segmented into display and lighting. Based on display type, the OLED display market is segmented into AMOLED and PMOLED. Television and monitors, smartphones, notebooks and tablets, automotive and others are the major application areas of OLED display. Based on end users, the OLED lighting market is segmented into commercial, residential and industrial. Some of the key players profiled in the report are LG Electronics Inc., Koninklijke Philips N.V., OSRAM GmbH, Samsung Electronics Co. Ltd., Panasonic Corporation and Universal Display Corporation.

Top winning strategies of world OLED market

The key players present in the global OLED market are adopting various strategies to stay competitive in the global market. Some of the key growth strategies adopted by these players include product launch, partnership & collaboration, business expansion, acquisition and research & development. Product launch is one of the prime strategies adopted by key players in the OLED market. Product launch helps the company to offer innovative products to their customers on a continuous basis and expand their market reach. Osram launched world's first OLED technology based lighting solution for automobile sector in the form of reading lamps. This OLED reading lamp comprises of a superior quality matt aluminum housing. Partnership and collaboration is another major strategy adopted by these companies.

Top factors impacting the world OLED market

High efficiency, high cost, low power consumption, enhanced picture quality, technological limitations, lack of awareness, durability and light weight are the major impacting factors influencing the world OLED market. Moreover, growing demand for eco-friendly products may act as a major growth opportunity for this industry.

Top investment pockets of world OLED market

Smartphone is one of the most prominent applications of OLED display. Television & monitors, laptops & tablets and automotive are some of the other major application areas of OLED display. OLED display is witnessing increased adoption among end users owing to various advantages associated with OLED technology. Devices using OLED technology are thinner, brighter, lightweight, power efficient and offer higher contrast as compared to LCD technology. OLEDs emitting light do not require backlight;

hence, OLED displays are thinner than LCD displays. These are the major driving factors of the world OLED display market.

POTENTIAL BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the OLED market with current and future trends to elucidate the imminent investment pockets in the market

Current and future trends adopted by the key market players are highlighted to determine overall competitiveness of the market

Porters Five Forces analysis and SWOT analysis of the key market players are provided to illustrate the business strategies adopted by buyers and suppliers

The report provides information regarding key drivers, restraints and opportunities with their impact analysis for the forecast period

Various operating segments of the OLED market are carefully analyzed to measure the potential of the emerging market

The quantitative analysis of the market through 2014-2020 is provided to elaborate the market potential

ORGANIC LED MARKET SEGMENTS

The OLED market is segmented based on application, OLED display type, OLED display application, OLED lighting market by end users, and geography.

Oled Market By Application

Display

Lighting

Oled Display Market By Type

PMOLED

AMOLED

Oled Display Market By Application

Television and Monitors

Smartphones

Notebooks and Tablets

Automotive

Others

Oled Lighting Market By End Users

Commercial

Residential

Industrial

Oled Market By Geography

North America

Europe

Asia Pacific

LAMEA

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