

# **Organic LED Market by Product Type (Display and Lighting), Technology (PMOLED, AMOLED, Transparent OLED, Top-Emitting OLED, Foldable OLED, and White OLED) and End Use (Consumer Electronics, Automotive, Retail, Industrial, Commercial, Aerospace & Defense, Healthcare, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

The global 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 global OLED market. OLEDs are primarily used for display and lighting functions. Based on the rapid technological developments, OLED technology has shown drastic improvement in the past few years.

OLED technology is witnessing wide acceptance and would expand its growth in the display and lighting market in future. Currently OLED technology is in its growing stage; however, with the technological developments taking place it will soon have a major position in the market. Based on features offered by the OLED technology, it is increasingly becoming popular among the end users. Low power consumption, enhanced efficiency, better picture quality, and flexibility are some of the advantages associated with the OLED technology. In addition, rise in awareness among users and increase in demand for eco-friendly lighting products would lead to rapid growth of the overall OLED market during the forecast period. However, the high price of OLED technology acts as a major limiting factor for the growth of this technology.

Advancement in technology would help the OLED light manufacturing companies to reduce the overall cost of production of OLED.

Factors such as high demand for cost effective and energy-saving OLED lighting, increase in government initiatives toward OLED adoption, and growth in display and large screen backlight market act as major drivers, driving the market growth globally. However, problems pertaining to high cost of the technology and various technological limitations hamper the market growth to a certain extent. Furthermore, increase in demand for eco-friendly lighting solutions and increase in adoption of smart lighting system is expected to offer lucrative opportunities to the market.

The global organic LED market is segmented into product type, technology, end use, and region. On the basis of product type, the market is bifurcated into displays and lightings. By technology, it is divided into PMOLED, AMOLED, transparent OLED, top-emitting OLED, foldable OLED, and white OLED. On the basis of end use, the market is categorized into consumer electronics, automotive, retail, industrial, commercial, aerospace & defense, healthcare, and others. By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA, along with its prominent countries.

The key organic LED market leaders profiled in the report include LG Electronics, Philips, OSRAM, Samsung Electronics, Panasonic Corporation, AU Optronics, CREE, GE Lighting, Eaton, and Dialight PLC.

These key players have adopted strategies, such as product portfolio expansion, mergers & acquisitions, agreements, geographical expansion, and collaborations to enhance their market penetration.

## KEY BENEFITS FOR STAKEHOLDERS

This study includes the analytical depiction of the organic OLED market forecast along with the current trends and future estimations to determine the imminent investment pockets.

The report presents information regarding the key drivers, restraints, and opportunities in the organic LED market.

The organic LED market growth is quantitatively analyzed from 2019 to 2027 to highlight the financial competency of the industry.

Porter's five forces analysis illustrates the potency of the buyers and suppliers in the industry.

## GLOBAL ORGANIC OLED MARKET SEGMENTATION

### BY PRODUCT TYPE:

Display

Lighting

### BY TECHNOLOGY:

Passive-Matrix OLED (PMOLED)

Active-Matrix OLED (AMOLED)

Transparent OLED

Top-Emitting OLED

Foldable OLED

White OLED

### BY END USE:

Consumer Electronics

Automotive

Retail

Industrial

Commercial

Aerospace & Defense

Healthcare

Others

## BY REGION

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.REPORT DESCRIPTION
- 1.2.KEY BENEFITS FOR STAKEHOLDERS
- 1.3.KEY MARKET SEGMENTS
- 1.4.RESEARCH METHODOLOGY
  - 1.4.1.Primary research
  - 1.4.2.Secondary research
  - 1.4.3.Analyst tools and models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.KEY FINDINGS
  - 2.1.1.Top impacting factors
  - 2.1.2.Top investment pockets
- 2.2.CXO PERSPECTIVE

### CHAPTER 3:MARKET OVERVIEW

- 3.1.MARKET DEFINITION AND SCOPE
- 3.2.KEY FORCES SHAPING ORGANIC LED MARKET
  - 3.2.1.Moderate bargaining power of suppliers
  - 3.2.2.High threat of new entrants
  - 3.2.3.Moderate threat of substitutes
  - 3.2.4.Moderate intensity of rivalry
  - 3.2.5.Moderate bargaining power of buyers
- 3.3.PATENT ANALYSIS
  - 3.3.1.Organic LED market, by Applicant (2015-2019)
  - 3.3.2.Organic LED market, by Region (2015-2019)
- 3.4.MARKET DYNAMICS
  - 3.4.1.Drivers
    - 3.4.1.1.High-demand for cost-effective and energy-saving OLED Lighting
    - 3.4.1.2.Increase in government initiatives towards OLED adoption
    - 3.4.1.3.Growth in display and large screen backlight market
  - 3.4.2.Restrictant
    - 3.4.2.1.High cost of the technology
    - 3.4.2.2.Technological Limitations

### 3.4.3.Opportunity

3.4.3.1.Increasing demand for eco-friendly lighting solutions

3.4.3.2.Increase in adoption of smart lighting system

## **CHAPTER 4:ORGANIC LED MARKET, BY PRODUCT TYPE**

### 4.1.OVERVIEW

#### 4.2.DISPLAY

4.2.1.Key market trends, growth factors, and opportunities

4.2.2.Market size and forecast, by region

4.2.3.Market analysis by country

#### 4.3.LIGHTING

4.3.1.Key market trends, growth factors, and opportunities

4.3.2.Market size and forecast, by region

4.3.3.Market analysis by country

## **CHAPTER 5:ORGANIC LED MARKET, BY TECHNOLOGY**

### 5.1.OVERVIEW

#### 5.2.PASSIVE-MATRIX OLED (PMOLED)

5.2.1.Key market trends, growth factors, and opportunities

5.2.2.Market size and forecast, by region

5.2.3.Market analysis by country

#### 5.3.ACTIVE-MATRIX OLED (AMOLED)

5.3.1.Key market trends, growth factors, and opportunities

5.3.2.Market size and forecast, by region

5.3.3.Market analysis by country

#### 5.4.TRANSPARENT OLED

5.4.1.Key market trends, growth factors, and opportunities

5.4.2.Market size and forecast, by region

5.4.3.Market analysis by country

#### 5.5.TOP-EMITTING OLED

5.5.1.Key market trends, growth factors, and opportunities

5.5.2.Market size and forecast, by region

5.5.3.Market analysis by country

#### 5.6.FOLDABLE OLED

5.6.1.Key market trends, growth factors, and opportunities

5.6.2.Market size and forecast, by region

5.6.3.Market analysis by country

## 5.7.WHITE OLED

- 5.7.1.Key market trends, growth factors, and opportunities
- 5.7.2.Market size and forecast, by region
- 5.7.3.Market analysis by country

## **CHAPTER 6:ORGANIC LED MARKET, BY END USE**

### 6.1.OVERVIEW

### 6.2.CONSUMER ELECTRONICS

- 6.2.1.Key market trends, growth factors, and opportunities
- 6.2.2.Market size and forecast, by region
- 6.2.3.Market analysis by country

### 6.3.AUTOMOTIVE

- 6.3.1.Key market trends, growth factors, and opportunities
- 6.3.2.Market size and forecast, by region
- 6.3.3.Market analysis by country

### 6.4.RETAIL

- 6.4.1.Key market trends, growth factors, and opportunities
- 6.4.2.Market size and forecast, by region
- 6.4.3.Market analysis by country

### 6.5.INDUSTRIAL

- 6.5.1.Key market trends, growth factors, and opportunities
- 6.5.2.Market size and forecast, by region
- 6.5.3.Market analysis by country

### 6.6.COMMERCIAL

- 6.6.1.Key market trends, growth factors, and opportunities
- 6.6.2.Market size and forecast, by region
- 6.6.3.Market analysis by country

### 6.7.AEROSPACE & DEFENSE

- 6.7.1.Key market trends, growth factors, and opportunities
- 6.7.2.Market size and forecast, by region
- 6.7.3.Market analysis by country

### 6.8.HEALTHCARE

- 6.8.1.Key market trends, growth factors, and opportunities
- 6.8.2.Market size and forecast, by region
- 6.8.3.Market analysis by country

### 6.9.OTHERS

- 6.9.1.Key market trends, growth factors, and opportunities
- 6.9.2.Market size and forecast, by region



### 6.9.3. Market analysis by country

## **CHAPTER 7: ORGANIC LED MARKET, BY REGION**

### 7.1. OVERVIEW

### 7.2. NORTH AMERICA

7.2.1. Key market trends, growth factors, and opportunities

7.2.2. Market size and forecast, by Product type

7.2.3. Market size and forecast, by type

7.2.4. Market size and forecast, by End Use

7.2.5. Market analysis by country

#### 7.2.5.1. U.S.

7.2.5.1.1. Market size and forecast, by product type

7.2.5.1.2. Market size and forecast, by product type

7.2.5.1.3. Market size and forecast, by end use

#### 7.2.5.2. Canada

7.2.5.2.1. Market size and forecast, by product type

7.2.5.2.2. Market size and forecast, by product type

7.2.5.2.3. Market size and forecast, by end use

#### 7.2.5.3. Mexico

7.2.5.3.1. Market size and forecast, by product type

7.2.5.3.2. Market size and forecast, by product type

7.2.5.3.3. Market size and forecast, by end use

### 7.3. EUROPE

7.3.1. Key market trends, growth factors, and opportunities

7.3.2. Market size and forecast, by Product type

7.3.3. Market size and forecast, by type

7.3.4. Market size and forecast, by End Use

7.3.5. Market analysis by country

#### 7.3.5.1. UK

7.3.5.1.1. Market size and forecast, by product type

7.3.5.1.2. Market size and forecast, by product type

7.3.5.1.3. Market size and forecast, by end use

#### 7.3.5.2. Germany

7.3.5.2.1. Market size and forecast, by product type

7.3.5.2.2. Market size and forecast, by product type

7.3.5.2.3. Market size and forecast, by end use

#### 7.3.5.3. France

7.3.5.3.1. Market size and forecast, by product type

7.3.5.3.2. Market size and forecast, by product type

7.3.5.3.3. Market size and forecast, by end use

7.3.5.4. Russia

7.3.5.4.1. Market size and forecast, by product type

7.3.5.4.2. Market size and forecast, by product type

7.3.5.4.3. Market size and forecast, by end use

7.3.5.5. Rest of Europe

7.3.5.5.1. Market size and forecast, by product type

7.3.5.5.2. Market size and forecast, by product type

7.3.5.5.3. Market size and forecast, by end use

7.4. ASIA-PACIFIC

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast, by Product type

7.4.3. Market size and forecast, by type

7.4.4. Market size and forecast, by End Use

7.4.5. Market analysis by country

7.4.5.1. China

7.4.5.1.1. Market size and forecast, by product type

7.4.5.1.2. Market size and forecast, by product type

7.4.5.1.3. Market size and forecast, by end use

7.4.5.2. Japan

7.4.5.2.1. Market size and forecast, by product type

7.4.5.2.2. Market size and forecast, by product type

7.4.5.2.3. Market size and forecast, by end use

7.4.5.3. India

7.4.5.3.1. Market size and forecast, by product type

7.4.5.3.2. Market size and forecast, by product type

7.4.5.3.3. Market size and forecast, by end use

7.4.5.4. South Korea

7.4.5.4.1. Market size and forecast, by product type

7.4.5.4.2. Market size and forecast, by product type

7.4.5.4.3. Market size and forecast, by end use

7.4.5.5. Rest of Asia-Pacific

7.4.5.5.1. Market size and forecast, by product type

7.4.5.5.2. Market size and forecast, by product type

7.4.5.5.3. Market size and forecast, by end use

7.5. LAMEA

7.5.1. Key market trends, growth factors, and opportunities

7.5.2. Market size and forecast, by Product type

- 7.5.3. Market size and forecast, by type
- 7.5.4. Market size and forecast, by End Use
- 7.5.5. Market analysis by country
  - 7.5.5.1. Latin America
    - 7.5.5.1.1. Market size and forecast, by product type
    - 7.5.5.1.2. Market size and forecast, by product type
    - 7.5.5.1.3. Market size and forecast, by end use
  - 7.5.5.2. Middle East
    - 7.5.5.2.1. Market size and forecast, by product type
    - 7.5.5.2.2. Market size and forecast, by product type
    - 7.5.5.2.3. Market size and forecast, by end use
  - 7.5.5.3. Africa
    - 7.5.5.3.1. Market size and forecast, by product type
    - 7.5.5.3.2. Market size and forecast, by product type
    - 7.5.5.3.3. Market size and forecast, by end use

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

- 8.1. INTRODUCTION
- 8.2. MARKET SHARE ANALYSIS OF TOP PLAYERS, 2019 (%)
- 8.3. TOP WINNING STRATEGIES
  - 8.3.1. Top winning strategies, by year
  - 8.3.2. Top winning strategies, by development
  - 8.3.3. Top winning strategies, by company
- 8.4. PRODUCT MAPPING OF TOP 10 PLAYER
- 8.5. COMPETITIVE DASHBOARD
- 8.6. COMPETITIVE HEATMAP

## **CHAPTER 9: COMPANY PROFILES**

- 9.1. AU OPTRONICS CORPORATION
  - 9.1.1. Company overview
  - 9.1.2. Key Executive
  - 9.1.3. Company snapshot
  - 9.1.4. Operating business segments
  - 9.1.5. Product portfolio
  - 9.1.6. R&D Expenditure
  - 9.1.7. Business performance
  - 9.1.8. Key strategic moves and developments

## 9.2.CREE, INC.

- 9.2.1.Company overview
- 9.2.2.Company snapshot
- 9.2.3.Operating business segments
- 9.2.4.Product portfolio
- 9.2.5.R&D Expenditure
- 9.2.6.Business performance

## 9.3.EATON CORPORATION

- 9.3.1.Company overview
- 9.3.2.Company snapshot
- 9.3.3.Operating business segments
- 9.3.4.Product portfolio
- 9.3.5.R&D Expenditure
- 9.3.6.Business performance
- 9.3.7.Key strategic moves and developments

## 9.4.GENERAL ELECTRIC

- 9.4.1.Company overview
- 9.4.2.Company snapshot
- 9.4.3.Operating business segments
- 9.4.4.Product portfolio
- 9.4.5.Business performance
- 9.4.6.Key strategic moves and developments

## 9.5.LG INNOTEK CO. LTD

- 9.5.1.Company overview
- 9.5.2.Company snapshot
- 9.5.3.Operating business segments
- 9.5.4.Product portfolio
- 9.5.5.Business performance
- 9.5.6.Key strategic moves and developments

## 9.6.OSRAM (AMS AG)

- 9.6.1.Company overview
- 9.6.2.Company snapshot
- 9.6.3.Operating business segments
- 9.6.4.Product portfolio
- 9.6.5.R&D Expenditure
- 9.6.6.Business performance
- 9.6.7.Key strategic moves and developments

## 9.7.PANASONIC CORPORATION

- 9.7.1.Company overview

- 9.7.2. Company snapshot
- 9.7.3. Operating business segments
- 9.7.4. Product portfolio
- 9.7.5. R&D Expenditure
- 9.7.6. Business performance
- 9.8. KONINKLIJKE PHILIPS N.V.
  - 9.8.1. Company overview
  - 9.8.2. Company snapshot
  - 9.8.3. Operating business segments
  - 9.8.4. Product portfolio
  - 9.8.5. Business performance
  - 9.8.6. Key strategic moves and developments
- 9.9. SAMSUNG ELECTRONICS CO. LTD.
  - 9.9.1. Company overview
  - 9.9.2. Company snapshot
  - 9.9.3. Operating business segments
  - 9.9.4. Product portfolio
  - 9.9.5. R&D Expenditure
  - 9.9.6. Business performance
  - 9.9.7. Key strategic moves and developments
- 9.10. UNIVERSAL DISPLAY CORPORATION
  - 9.10.1. Company overview
  - 9.10.2. Company snapshot
  - 9.10.3. Operating business segments
  - 9.10.4. Product portfolio
  - 9.10.5. R&D expenditure
  - 9.10.6. Business performance
  - 9.10.7. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01.GLOBAL ORGANIC LED MARKET, BY TYPE, 2019–2027(\$MILLION)

TABLE 02.ORGANIC LED MARKET REVENUE FOR DISPLAY, BY REGION, 2019–2027(\$MILLION)

TABLE 03.ORGANIC LED MARKET REVENUE FOR LIGHTING, BY REGION, 2019–2027(\$MILLION)

TABLE 04.GLOBAL ORGANIC LED MARKET, BY TECHNOLOGY, 2019–2027(\$MILLION)

TABLE 05.ORGANIC LED MARKET REVENUE FOR PMOLED, BY REGION, 2019–2027(\$MILLION)

TABLE 06.ORGANIC LED MARKET REVENUE FOR AMOLED, BY REGION, 2019–2027(\$MILLION)

TABLE 07.ORGANIC LED MARKET REVENUE FOR TRANSPARENT OLED, BY REGION, 2019–2027(\$MILLION)

TABLE 08.ORGANIC LED MARKET REVENUE FOR TOP-EMITTING OLED, BY REGION, 2019–2027(\$MILLION)

TABLE 09.ORGANIC LED MARKET REVENUE FOR FOLDABLE OLED, BY REGION, 2019–2027(\$MILLION)

TABLE 10.ORGANIC LED MARKET REVENUE FOR WHITE OLED, BY REGION, 2019–2027(\$MILLION)

TABLE 11.GLOBAL ORGANIC LED MARKET REVENUE, BY END USE, 2019–2027(\$MILLION)

TABLE 12.ORGANIC LED MARKET REVENUE FOR CONSUMER ELECTRONICS, BY REGION, 2019–2027(\$MILLION)

TABLE 13.ORGANIC LED MARKET REVENUE FOR AUTOMOTIVE, BY REGION, 2019–2027(\$MILLION)

TABLE 14.ORGANIC LED MARKET REVENUE FOR RETAIL, BY REGION, 2019–2027(\$MILLION)

TABLE 15.ORGANIC LED MARKET REVENUE FOR INDUSTRIAL, BY REGION, 2019–2027(\$MILLION)

TABLE 16.ORGANIC LED MARKET REVENUE FOR COMMERCIAL, BY REGION, 2019–2027(\$MILLION)

TABLE 17.ORGANIC LED MARKET REVENUE FOR AEROSPACE & DEFENSE, BY REGION, 2019–2027(\$MILLION)

TABLE 18.ORGANIC LED MARKET REVENUE FOR HEALTHCARE, BY REGION, 2019–2027(\$MILLION)

TABLE 19.ORGANIC LED MARKET REVENUE FOR OTHERS, BY REGION,  
2019–2027(\$MILLION)

TABLE 20.NORTH AMERICA ORGANIC LED MARKET REVENUE, BY PRODUCT  
TYPE, 2019–2027(\$MILLION)

TABLE 21.NORTH AMERICA ORGANIC LED MARKET REVENUE, BY PRODUCT  
TYPE, 2019–2027(\$MILLION)

TABLE 22.NORTH AMERICA ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 23.U.S. ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 24.U.S. ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 25.U.S. ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 26.CANADA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 27.CANADA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 28.CANADA ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 29.MEXICO ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 30.MEXICO ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 31.MEXICO ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 32.EUROPE ORGANIC LED MARKET REVENUE, BY PRODUCT TYPE,  
2019–2027(\$MILLION)

TABLE 33.EUROPE ORGANIC LED MARKET REVENUE, BY PRODUCT TYPE,  
2019–2027(\$MILLION)

TABLE 34.EUROPE ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 35.UK ORGANIC LED MARKET REVENUE, BY TYPE, 2019–2027(\$MILLION)

TABLE 36.UK ORGANIC LED MARKET REVENUE, BY TYPE, 2019–2027(\$MILLION)

TABLE 37.UK ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 38.GERMANY ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 39.GERMANY ORGANIC LED MARKET REVENUE, BY TYPE,

2019–2027(\$MILLION)

TABLE 40.GERMANY ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 41.FRANCE ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 42.FRANCE ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 43.FRANCE ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 44.RUSSIA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 45.RUSSIA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 46.RUSSIA ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 47.REST OF EUROPE ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 48.REST OF EUROPE ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 49.REST OF EUROPE ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 50.ASIA-PACIFIC ORGANIC LED MARKET REVENUE, BY PRODUCT TYPE,  
2019–2027(\$MILLION)

TABLE 51.ASIA-PACIFIC ORGANIC LED MARKET REVENUE, BY PRODUCT TYPE,  
2019–2027(\$MILLION)

TABLE 52.ASIA-PACIFIC ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 53.CHINA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 54.CHINA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 55.CHINA ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 56.JAPAN ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 57.JAPAN ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 58.JAPAN ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)



TABLE 59.INDIA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 60.INDIA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 61.INDIA ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 62.SOUTH KOREA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 63.SOUTH KOREA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 64.SOUTH KOREA ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 65.REST OF ASIA PACIFIC ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 66.REST OF ASIA PACIFIC ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 67.REST OF ASIA PACIFIC ORGANIC LED MARKET REVENUE, BY END  
USE, 2019–2027(\$MILLION)

TABLE 68.LAMEA ORGANIC LED MARKET REVENUE, BY PRODUCT TYPE,  
2019–2027(\$MILLION)

TABLE 69.LAMEA ORGANIC LED MARKET REVENUE, BY PRODUCT TYPE,  
2019–2027(\$MILLION)

TABLE 70.LAMEA ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 71.LATIN AMERICA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 72.LATIN AMERICA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 73.LATIN AMERICA ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 74.MIDDLE EAST ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 75.MIDDLE EAST ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 76.MIDDLE EAST ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 77.AFRICA ORGANIC LED MARKET REVENUE, BY TYPE,  
2019–2027(\$MILLION)

TABLE 78.AFRICA ORGANIC LED MARKET REVENUE, BY TYPE,

2019–2027(\$MILLION)

TABLE 79.AFRICA ORGANIC LED MARKET REVENUE, BY END USE,  
2019–2027(\$MILLION)

TABLE 80.AU OPTRONICS CORP: KEY EXECUTIVES

TABLE 81.AU OPTRONICS CORP.: COMPANY SNAPSHOT

TABLE 82.AU OPTRONICS CORP. OPERATING SEGMENTS

TABLE 83.QUALCOMM TECHNOLOGIES, INC.: PRODUCT PORTFOLIO

TABLE 84.AU OPTRONICS CORP.: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 85.AU OPTRONICS CORP.: NET SALES, 2016–2018 (\$MILLION)

TABLE 86.CREE, INC.: COMPANY SNAPSHOT

TABLE 87.CREE, INC.: OPERATING SEGMENTS

TABLE 88.CREE, INC.: PRODUCT PORTFOLIO

TABLE 89.EATON: COMPANY SNAPSHOT

TABLE 90.EATON: OPERATING SEGMENTS

TABLE 91.EATON: PRODUCT PORTFOLIO

TABLE 92.EATON: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 93.GENERAL ELECTRIC: COMPANY SNAPSHOT

TABLE 94.GENERAL ELECTRIC: OPERATING SEGMENTS

TABLE 95.INTEL CORPORATION: PRODUCT PORTFOLIO

TABLE 96.GENERAL ELECTRIC: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 97.LG INNOTEK: COMPANY SNAPSHOT

TABLE 98.LG INNOTEK: OPERATING SEGMENTS

TABLE 99.LG INNOTEK: PRODUCT PORTFOLIO

TABLE 100.OSRAM: COMPANY SNAPSHOT

TABLE 101.OSRAM: OPERATING SEGMENTS

TABLE 102.OSRAM: PRODUCT PORTFOLIO

TABLE 103.OSRAM: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 104.PANASONIC CORPORATION: COMPANY SNAPSHOT

TABLE 105.PANASONIC CORPORATION: OPERATING SEGMENTS

TABLE 106.PANASONIC CORPORATION: PRODUCT PORTFOLIO

TABLE 107.KONINKLIJKE PHILIPS N.V.: COMPANY SNAPSHOT

TABLE 108.KONINKLIJKE PHILIPS N.V., OPERATING SEGMENTS

TABLE 109.KONINKLIJKE PHILIPS N.V., PRODUCT PORTFOLIO

TABLE 110.KONINKLIJKE PHILIPS N.V., KEY STRATEGIC MOVES AND  
DEVELOPMENTS

TABLE 111.SAMSUNG: COMPANY SNAPSHOT

TABLE 112.SAMSUNG: OPERATING SEGMENTS

TABLE 113.SAMSUNG: PRODUCT PORTFOLIO

TABLE 114.UDC: COMPANY SNAPSHOT

TABLE 115.EATON: OPERATING SEGMENTS

TABLE 116.EATON: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.EXECUTIVE SUMMARY

FIGURE 03.EXECUTIVE SUMMARY

FIGURE 04.TOP IMPACTING FACTORS

FIGURE 05.TOP INVESTMENT POCKETS

FIGURE 06.PATENT ANALYSIS, BY APPLICANT

FIGURE 07.PATENT ANALYSIS, BY REGION

FIGURE 08.GLOBAL ORGANIC LED MARKET, BY PRODUCT TYPE, 2020–2027

FIGURE 09.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR DISPLAY, BY COUNTRY, 2019 & 2027 (%)

FIGURE 10.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR LIGHTING, BY COUNTRY, 2019 & 2027 (%)

FIGURE 11.GLOBAL ORGANIC LED MARKET, BY TECHNOLOGY, 2020–2027

FIGURE 12.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR PMOLED, BY COUNTRY, 2019 & 2027 (%)

FIGURE 13.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR AMOLED, BY COUNTRY, 2019 & 2027 (%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR TRANSPARENT OLED, BY COUNTRY, 2019 & 2027 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR TOP-EMITTING OLED, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR FOLDABLE OLED, BY COUNTRY, 2019 & 2027 (%)

FIGURE 17.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR WHITE OLED, BY COUNTRY, 2019 & 2027 (%)

FIGURE 18.GLOBAL ORGANIC LED MARKET, BY END USE, 2020–2027

FIGURE 19.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR CONSUMER ELECTRONICS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 20.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR AUTOMOTIVE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET FOR RETAIL, BY COUNTRY, 2019 & 2027 (%)

FIGURE 22.COMPARATIVE SHARE ANALYSIS OF SHARE ORGANIC LED MARKET FOR INDUSTRIAL, BY COUNTRY, 2019 & 2027 (%)

FIGURE 23.COMPARATIVE SHARE ANALYSIS OF SHARE ORGANIC LED MARKET

FOR COMMERCIAL, BY COUNTRY, 2019 & 2027 (%)

FIGURE 24.COMPARATIVE SHARE ANALYSIS OF SHARE ORGANIC LED MARKET FOR AEROSPACE & DEFENSE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 25.COMPARATIVE SHARE ANALYSIS OF SHARE ORGANIC LED MARKET FOR HEALTHCARE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 26.COMPARATIVE SHARE ANALYSIS OF SHARE ORGANIC LED MARKET FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 27.GLOBAL ORGANIC LED MARKET, BY REGION, 2020–2027

FIGURE 28.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET, BY COUNTRY, 2019–2027(%)

FIGURE 29.U.S. ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 30.CANADA ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 31.MEXICO ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 32.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET, BY COUNTRY, 2019–2027(%)

FIGURE 33.UK ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 34.GERMANY ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 35.FRANCE ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 36.RUSSIA ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 37.REST OF EUROPE ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 38.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET, BY COUNTRY, 2019–2027(%)

FIGURE 39.CHINA ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 40.JAPAN ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 41.INDIA ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 42.SOUTH KOREA ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 43.REST OF ASIA-PACIFIC ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 44.COMPARATIVE SHARE ANALYSIS OF ORGANIC LED MARKET, BY COUNTRY, 2019–2027(%)

FIGURE 45.LATIN AMERICA ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 46.MIDDLE EAST ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 47.AFRICA ORGANIC LED MARKET REVENUE, 2019–2027(\$MILLION)

FIGURE 48.MARKET SHARE ANALYSIS: ORGANIC LED MARKET, 2019 (%)

FIGURE 49.TOP WTOP WINNING STRATEGIES, BY YEAR, 2016–2019

- FIGURE 50.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2016–2019 (%)
- FIGURE 51.TOP WINNING STRATEGIES, BY COMPANY, 2015–2018
- FIGURE 52.PRODUCT MAPPING OF TOP 10 PLAYERS
- FIGURE 53.COMPETITIVE DASHBOARD
- FIGURE 54.COMPETITIVE HEATMAP OF KEY PLAYERS
- FIGURE 55.R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 56.AU OPTRONICS CORP.: NET SALES, 2015–2017 (\$MILLION)
- FIGURE 57.AU OPTRONICS CORP.: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 58.AU OPTRONICS CORP.: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 59.CREE, INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)
- FIGURE 60.CREE, INC.: REVENUE, 2017–2019 (\$MILLION)
- FIGURE 61.CREE, INC.: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 62.CREE, INC.: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 63.EATON: R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 64.EATON: REVENUE, 2016–2018 (\$MILLION)
- FIGURE 65.EATON: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 66.EATON: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 67.GENERAL ELECTRIC: REVENUE, 2016–2018 (\$MILLION)
- FIGURE 68.GENERAL ELECTRIC: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 69.GENERAL ELECTRIC: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 70.LG INNOTEK: NET SALES, 2015–2017 (\$MILLION)
- FIGURE 71.LG INNOTEK: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 72.LG INNOTEK: REVENUE SHARE BY GEOGRAPHY, 2017 (%)
- FIGURE 73.OSRAM: R&D EXPENDITURE, 2017–2019 (\$MILLION)
- FIGURE 74.OSRAM: REVENUE, 2017–2019 (\$MILLION)
- FIGURE 75.OSRAM: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 76.OSRAM: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 77.R&D EXPENDITURE, 2017–2019 (\$MILLION)
- FIGURE 78.PANASONIC CORPORATION: REVENUE, 2017–2019 (\$MILLION)
- FIGURE 79.PANASONIC CORPORATION: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 80.PANASONIC CORPORATION: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 81.KONINKLIJKE PHILIPS N.V.: REVENUE, 2016–2018 (\$MILLION)
- FIGURE 82.KONINKLIJKE PHILIPS N.V.: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 83.KONINKLIJKE PHILIPS N.V.: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 84.R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 85.SAMSUNG: NET SALES, 2015–2017 (\$MILLION)
- FIGURE 86.SAMSUNG: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 87.SAMSUNG: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 88.R&D EXPENDITURE, 2016-2018 (\$MILLION)

FIGURE 89.EATON: NET SALES, 2016-2018 (\$MILLION)

FIGURE 90.EATON: REVENUE SHARE, BY REGION, 2018 (%)

FIGURE 91.ZEN ECOSYSTEM: KEY MARKET STRATEGIES

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