

Global Curved Display Market Size study & Forecast, by Type (LCD, EPD, LED, OLED), by End User (Consumer Electronics, Transportation, Retail, Advertising, Others) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/GE7F36EEA336EN.html>

Date: October 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GE7F36EEA336EN

Abstracts

Global Curved Display Market is valued at approximately USD xx billion in 2022 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2023-2030. A curved display refers to a display panel that is symmetrically curved rather than flat. This design element has gained popularity in various electronic devices, including televisions, computer monitors, smartphones, and smartwatches. The curvature of the display aims to match the natural curvature of the human eye, providing a more immersive viewing experience. The curve adds depth to the content on the screen, making it appear larger and more engaging, which can enhance the feeling of being surrounded by the visuals. The Curved Display market is expanding because of factors such as an increase in demand for consumer electronics and growing demand for automotive displays. Curved displays create a perceived increase in contrast, making images appear more vibrant and dynamic. Its importance has progressively increased during the forecast period 2023-2030.

Curved displays can offer improved viewing angles, allowing users to see the content more clearly from different positions around the screen. Consumer electronics such as desktop monitors, the curvature can provide a more comfortable and immersive working experience, reducing eye strain and minimizing distortion at the edges of the screen. According to Statista, the global revenue in the consumer electronics market is expected to expand by USD 125.5 billion between 2023 and 2028 and revenue is expected to reach USD 1.2 trillion by 2028. Furthermore, in 2022, revenue in the consumer electronics market is led by China with USD 251.4 billion, followed by the United States with USD 150.2 billion. Another important factor that drives the Curved

Display market is the increasing demand for automotive displays. Curved displays offer flexibility in terms of design and layout, allowing car manufacturers to customize the user interface and adapt it to the specific model and brand identity. In addition, as per Statista, about 350 million automotive displays are expected to be shipped globally by the year 2025. Moreover, the increasing use of smartwatches and rising technological advancement in electronic displays are anticipated to create lucrative growth opportunities for the market over the forecast period. However, manufacturing complexities related to curved displays and risks associated with the operations stifled market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Curved Display Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the higher adoption of smart TVs and increasing technological advancements in electronic displays. Furthermore, Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as due to significant use of Pixelight high dynamic range technology in different screens and monitors.

Major market player included in this report are:

LG Display Co., Ltd

Samsung Electronics Co., Ltd

Royole Corporation

Motorola Inc.

BOE Technology Group Co., Ltd

Acer Inc.

Sony Corporation

TCL Corporation

Toshiba Corporation

Panasonic Corporation

Recent Developments in the Market:

In August 2022, The Odyssey Ark, the world's first 55-inch 1000R curved gaming screen, was introduced by Samsung Electronics, adding an entirely new form factor to the industry-leading Odyssey portfolio. The display has a frame rate of 165Hz and a response time of 1ms¹, as well as an all-new Cockpit Mode and a special controller, the Ark Dial, which provides the ultimate window into the world of gaming with unrivalled immersion. The curved gaming screen employs Samsung's Quantum Matrix Technology, which employs Quantum Mini LEDs to provide ultra-fine and accurate control over the densely packed LEDs. Gamers witness both dark and brilliant sceneries, including 16,384 black levels for ultra-realistic visuals, due to newly integrated 14-bit processing and smart lighting control technologies.

Global Curved Display Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to

incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

LCD

EPD

LED

OLED

By End User

Consumer Electronics

Transportation

Retail

Advertising

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1. Curved Display Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2. Curved Display Market, by Type, 2020-2030 (USD Billion)
 - 1.2.3. Curved Display Market, by End User, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL CURVED DISPLAY MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL CURVED DISPLAY MARKET DYNAMICS

- 3.1. Curved Display Market Impact Analysis (2020-2030)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increase in demand for Consumer electronics
 - 3.1.1.2. Growing demand for automotive displays
 - 3.1.2. Market Challenges
 - 3.1.2.1. Manufacturing complexities related to curved display
 - 3.1.2.2. Risks associated with the operations
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Increasing use of smartwatches
 - 3.1.3.2. Rising technological advancement in electronic displays

CHAPTER 4. GLOBAL CURVED DISPLAY MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL CURVED DISPLAY MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Curved Display Market by Type, Performance - Potential Analysis
- 5.3. Global Curved Display Market Estimates & Forecasts by Type 2020-2030 (USD Billion)
- 5.4. Curved Display Market, Sub Segment Analysis
 - 5.4.1. LCD
 - 5.4.2. EPD
 - 5.4.3. LED
 - 5.4.4. OLED

CHAPTER 6. GLOBAL CURVED DISPLAY MARKET, BY END USER

- 6.1. Market Snapshot
- 6.2. Global Curved Display Market by End User, Performance - Potential Analysis
- 6.3. Global Curved Display Market Estimates & Forecasts by End User 2020-2030 (USD Billion)
- 6.4. Curved Display Market, Sub Segment Analysis
 - 6.4.1. Consumer Electronics

- 6.4.2. Transportation
- 6.4.3. Retail
- 6.4.4. Advertising
- 6.4.5. Others

CHAPTER 7. GLOBAL CURVED DISPLAY MARKET, REGIONAL ANALYSIS

- 7.1. Top Leading Countries
- 7.2. Top Emerging Countries
- 7.3. Curved Display Market, Regional Market Snapshot
- 7.4. North America Curved Display Market
 - 7.4.1. U.S. Curved Display Market
 - 7.4.1.1. Type breakdown estimates & forecasts, 2020-2030
 - 7.4.1.2. End User breakdown estimates & forecasts, 2020-2030
 - 7.4.2. Canada Curved Display Market
- 7.5. Europe Curved Display Market Snapshot
 - 7.5.1. U.K. Curved Display Market
 - 7.5.2. Germany Curved Display Market
 - 7.5.3. France Curved Display Market
 - 7.5.4. Spain Curved Display Market
 - 7.5.5. Italy Curved Display Market
 - 7.5.6. Rest of Europe Curved Display Market
- 7.6. Asia-Pacific Curved Display Market Snapshot
 - 7.6.1. China Curved Display Market
 - 7.6.2. India Curved Display Market
 - 7.6.3. Japan Curved Display Market
 - 7.6.4. Australia Curved Display Market
 - 7.6.5. South Korea Curved Display Market
 - 7.6.6. Rest of Asia Pacific Curved Display Market
- 7.7. Latin America Curved Display Market Snapshot
 - 7.7.1. Brazil Curved Display Market
 - 7.7.2. Mexico Curved Display Market
- 7.8. Middle East & Africa Curved Display Market
 - 7.8.1. Saudi Arabia Curved Display Market
 - 7.8.2. South Africa Curved Display Market
 - 7.8.3. Rest of Middle East & Africa Curved Display Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Company
 - 8.1.2. Company
 - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. LG Display Co., Ltd
 - 8.3.1.1. Key Information
 - 8.3.1.2. Overview
 - 8.3.1.3. Financial (Subject to Data Availability)
 - 8.3.1.4. Product Summary
 - 8.3.1.5. Recent Developments
 - 8.3.2. Samsung Electronics Co., Ltd
 - 8.3.3. Royole Corporation
 - 8.3.4. Motorola Inc.
 - 8.3.5. BOE Technology Group Co., Ltd
 - 8.3.6. Acer Inc.
 - 8.3.7. Sony Corporation
 - 8.3.8. TCL Corporation
 - 8.3.9. Toshiba Corporation
 - 8.3.10. Panasonic Corporation

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process
 - 9.1.1. Data Mining
 - 9.1.2. Analysis
 - 9.1.3. Market Estimation
 - 9.1.4. Validation
 - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

List of Tables

TABLE 1. Global Curved Display Market, report scope

TABLE 2. Global Curved Display Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3. Global Curved Display Market estimates & forecasts by Type 2020-2030 (USD Billion)

TABLE 4. Global Curved Display Market estimates & forecasts by End User 2020-2030

(USD Billion)

TABLE 5. Global Curved Display Market by segment, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 6. Global Curved Display Market by region, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 7. Global Curved Display Market by segment, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 8. Global Curved Display Market by region, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 9. Global Curved Display Market by segment, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 10. Global Curved Display Market by region, estimates & forecasts, 2020-2030

(USD Billion)

TABLE 11. Global Curved Display Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 12. Global Curved Display Market by region, estimates & forecasts, 2020-2030
(USD Billion)

TABLE 13. Global Curved Display Market by segment, estimates & forecasts,
2020-2030 (USD Billion)

TABLE 14. Global Curved Display Market by region, estimates & forecasts, 2020-2030
(USD Billion)

TABLE 15. U.S. Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Curved Display Market estimates & forecasts by segment 2020-2030
(USD Billion)

TABLE 17. U.S. Curved Display Market estimates & forecasts by segment 2020-2030
(USD Billion)

TABLE 18. Canada Curved Display Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 19. Canada Curved Display Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 20. Canada Curved Display Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 21. UK Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 22. UK Curved Display Market estimates & forecasts by segment 2020-2030
(USD Billion)

TABLE 23. UK Curved Display Market estimates & forecasts by segment 2020-2030
(USD Billion)

TABLE 24. Germany Curved Display Market estimates & forecasts, 2020-2030 (USD
Billion)

TABLE 25. Germany Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 26. Germany Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. France Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 28. France Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 29. France Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. Italy Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 31. Italy Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 32. Italy Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Spain Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 34. Spain Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 35. Spain Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. RoE Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 37. RoE Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 38. RoE Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 39. China Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 40. China Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41. China Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. India Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 43. India Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44. India Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. Japan Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 46. Japan Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47. Japan Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. South Korea Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 49. South Korea Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50. South Korea Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. Australia Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 52. Australia Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53. Australia Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. RoAPAC Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 55. RoAPAC Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56. RoAPAC Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. Brazil Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 58. Brazil Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59. Brazil Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Mexico Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 61. Mexico Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62. Mexico Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. RoLA Curved Display Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 64. RoLA Curved Display Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65. RoLA Curved Display Market estimates & forecasts by segment 2020-2030

(USD Billion)

TABLE 66. Saudi Arabia Curved Display Market estimates & forecasts, 2020-2030

(USD Billion)

TABLE 67. South Africa Curved Display Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 68. RoMEA Curved Display Market estimates & forecasts by segment
2020-2030 (USD Billion)

TABLE 69. List of secondary sources, used in the study of global Curved Display
Market

TABLE 70. List of primary sources, used in the study of global Curved Display Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final
deliverable

List of figures

FIG 1. Global Curved Display Market, research methodology

FIG 2. Global Curved Display Market, Market estimation techniques

FIG 3. Global Market size estimates & forecast methods

FIG 4. Global Curved Display Market, key trends 2022

FIG 5. Global Curved Display Market, growth prospects 2023-2030

FIG 6. Global Curved Display Market, porters 5 force model

FIG 7. Global Curved Display Market, pest analysis

FIG 8. Global Curved Display Market, value chain analysis

FIG 9. Global Curved Display Market by segment, 2020 & 2030 (USD Billion)

FIG 10. Global Curved Display Market by segment, 2020 & 2030 (USD Billion)

FIG 11. Global Curved Display Market by segment, 2020 & 2030 (USD Billion)

FIG 12. Global Curved Display Market by segment, 2020 & 2030 (USD Billion)

FIG 13. Global Curved Display Market by segment, 2020 & 2030 (USD Billion)

FIG 14. Global Curved Display Market, regional snapshot 2020 & 2030

FIG 15. North America Curved Display Market 2020 & 2030 (USD Billion)

FIG 16. Europe Curved Display Market 2020 & 2030 (USD Billion)

FIG 17. Asia pacific Curved Display Market 2020 & 2030 (USD Billion)

FIG 18. Latin America Curved Display Market 2020 & 2030 (USD Billion)

FIG 19. Middle East & Africa Curved Display Market 2020 & 2030 (USD Billion)

List of tables and figures and dummy in nature, final lists may vary in the final
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