

Global Organic LED Market Size study & Forecast, by Product Type (Display, Lighting), By Technology (PMOLED, AMOLED, Transparent OLED, Top-Emitting OLED, Foldable OLED, White OLED) By End Use (Consumer Electronics, Automotive, Retail, Industrial, Commercial, Aerospace & Defense, Healthcare, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Organic LED Market is valued approximately at USD 58514.98 million in 2022 and is anticipated to grow with a healthy growth rate of more than 21.7% over the forecast period 2023-2030. Organic Light-Emitting Diode is a display technology that utilizes organic compounds to emit light when an electric current is applied. It is a type of light-emitting diode that offers several advantages over traditional display technologies like LCD. The Organic LED market is expanding because of factors such as increasing demand of Consumer electronics and rising implementation of LED lights. OLED displays have fast response times, which means they can quickly switch pixels on and off. This feature makes them well-suited for applications that require fast motion rendering, such as gaming or multimedia playback. Its importance has progressively increased during the forecast period 2023-2030.

According to Statista, the global consumer electronics market is expected to expand by USD 125.5 billion in between 2023 and 2028 and expected to reach a total USD 1.2 trillion by 2028. Furthermore, Consumer electronics retail sales in the United States will reach USD 485 billion in 2023 and OLED TVs are expected to generate USD 2.3 billion in revenue in 2023. Another important factor driving the Organic LED market is rising implementation of LED lights. LED lights have raised awareness and demand for energy-saving lighting solutions due to their energy efficiency and long lifespan. This

has influenced the development of OLED technology, which also offers energy-efficient lighting options. The success and acceptance of LED lights have paved the way for OLED lights as an alternative and complementary lighting technology. In addition, as per Statista, LED lights should be installed in 93% of outdoor lighting and become the most common light source in all sectors by 2025. Moreover, growing demand for energy-saving lighting solutions and rising government initiatives towards adoption of OLED lights is anticipated to create a lucrative growth opportunity for the market over the forecast period. However, the high cost associated to Organic LED and availability of counterfeit products stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Organic LED Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the increasing demand in the TV display panel, implementation of OLED displays in smartphones. Furthermore, Asia Pacific is expected to grow fastest during the forecast period, owing to factors such as rising number of display manufacturing facilities such as China having fastest-growing market for consumer goods as well.

Major market player included in this report are:

Eaton Corporation

Osram (Ams Ag)

Cree, Inc.

General Electric

Samsung Electronics Co. Ltd.

Panasonic Corporation

Koninklijke Philips N.V.

Au Optronics Corporation

Universal Display Corporation

LG Innotek Co. Ltd

Recent Developments in the Market:

In February 2023, LG Electronics America has announced the pricing and availability of its much-anticipated OLED televisions for 2023. This marks the introduction of the most advanced LG OLED television lineup to date. Customers can now look forward to experiencing cutting-edge technology and enhanced viewing experiences with these latest OLED TV models.

Global Organic LED 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 – Product Type, Technology, End Use, 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 Product Type:

Display

Lighting

By Technology:

PMOLED

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

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

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