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Flexible Display Market Size, Share & Trends Analysis Report By Type (LCD, OLED, EPD), By Material Type (Glass, Plastic), By Application (Smartphone, Wearable), By Region, And Segment Forecasts, 2019 - 2025

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Abstracts

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The global flexible display market size is estimated to reach USD 39.19 billion by 2025, expanding at a CAGR of 28.1% over the forecast period, according to a study conducted by Grand View Research, Inc. Rising adoption of portable electronic devices is the major factor driving the growth. Flexible displays are lightweight, energy-efficient, and shatter-proof, which, in turn is driving their adoption for smartphone manufacturing.

Rising sales of consumer electronics, such as wearable devices, bendable TVs, and foldable laptops are expected to proliferate the demand for flexible displays during the forecast period. Furthermore, technological advancements in the manufacturing process of flexible Organic Light Emitting Diodes (OLED) has boosted the demand over the past few years.

Rising demand from industries, such as healthcare and automotive has opened new growth avenues for the flexible display market. Automotive manufacturers are focusing on integrating flexible displays in automotive interiors. For instance, in May 2019, Samsung Corporation and Audi AG formed a strategic partnership to push Audi’s concept car, Audi Prologue A9 Prototype. The proposed car is expected to house a flexible, high-resolution Samsung OLED display near the gear stick helping driver control vehicle settings.

Flexible display manufacturers are investing huge amounts in R&D in a bid to develop energy efficient products. In 2018, a total of 20,590 individual patents/applications were filed by the companies such as Sony Corp., Philips, Samsung Corporation and others. In October 2018, Royole Corporation, a flexible display and smart devices manufacturer, launched FlexPai, a foldable device which can be bent, rolled, and operated as a smartphone as well as tablet.

Thus, technological advancements in the field of displays are anticipated to provide sound growth opportunities to manufacturers and offer customers high-quality touch screen displays. However, huge capital investment requisite to manufacturing flexible substrate is expected to hamper the market growth during the forecast period.

Further key findings from the study suggest:

The OLED display segment is expected to register significant CAGR of more than 20.0% by 2025. The significant rise in adoption of OLED technology on account of its ability to reproduce full range picture without a stacked structure, keeping the picture quality intact, is expected to bode well for the segment growth

The plastic material segment accounted for over two-third of the total market share in terms of value in 2018 and is expected to expand at a CAGR exceeding 22.0% from 2019 to 2025. The dominance is majorly driven by the properties, such as durability and flexibility offered with respect to size and shape

The smartphone application segment is expected to expand at a noteworthy CAGR of 25% over the forecast period. Flexible displays are lightweight and shatter-proof, which is anticipated to drive the demand

Asia Pacific is expected to witness substantial growth in the forthcoming years, owing to the huge base of consumer electronics manufacturers along with the escalating demand for compact and light-weight electronic devices

The flexible display market is characterized by high competition with the presence of established players, such as BOE Technology Group Co., Ltd.; Corning Incorporated; Innolux Corp.; AU Optronics Corp.; E Ink Holdings, Inc.; Japan Display Inc.; LG Display Co., Ltd.; Royole; Samsung Electronics Co., Ltd.; and Sharp Corp. (Foxconn) among others

These players are making huge R&D investments in R&D to develop cost-effective material substrates for use in flexible displays. Companies are aggressively patenting technologies to get competitive advantage

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