

OLED Display Market Size, Share & Trends Analysis Report By Display Size (Below 6 Inches, 6 to 20 Inches), By Technology (AMOLED, PMOLED), By Application (Television Sets, Smart Wearables, Automotive Display), By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

OLED Display Market Summary

The global OLED display market size was estimated at USD 44.39 billion in 2024 and is projected to reach USD 191.86 billion by 2033, growing at a CAGR of 20.1% from 2025 to 2033. Increasing investment and demand for consumer electronics such as mobile phones and cameras that use this technology are expected to favorably impact the industry.

Although OLEDs offer superior performance, declining LCD prices are expected to restrain market growth. The life span of LCDs is also longer; as a result, they are preferred in consumer durables. Due to the lower cost of raw materials and labor in the Asia Pacific, manufacturing activities were mainly concentrated in the region. Developing cost-effective manufacturing techniques is imperative for overcoming business challenges and reducing overall prices.

OLED technologies include Active Matrix OLED and Passive Matrix OLED. While PMOLEDs were used initially for MP3 players, AMOLED is the preferred technology being used presently for mobile phones and other displays. They are also used in portable gaming machines and have no size or resolution constraints. The average selling prices of OLEDs are inversely proportional to volume; therefore, cost decreases

with increasing manufacturing. OLEDs consume less power and are used in a variety of electronics as well as in signage. Mobile phones were the biggest end use segment of OLEDs. Usage in television sets is also gaining traction since technological advances have aided in the development of large-sized displays. OLEDs are used for numerous purposes in high-end automobiles in components including rear-view mirrors, back-window alerts, and dashboard displays.

Global OLED Display Market Report Segmentation

This report forecasts revenue growth on the global, regional, and country levels and provides an analysis of the industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global OLED Display market report based on technology, display size, application, and region:

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Technology Outlook (Revenue, USD Billion, 2021 - 2033)

AMOLED

PMOLED

Others

Display Size Outlook (Revenue, USD Billion, 2021 - 2033)

Below 6 Inches

6 to 20 Inches

21 to 50 Inches

More than 50 Inches

Application Outlook (Revenue, USD Billion, 2021 - 2033)

Smartphones and Tablets

PC Monitors and Laptops

Television Sets

Digital Signage/ Large Format Displays

Smart Wearables

Automotive Display

Others

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East and Africa

KSA

UAE

South Africa

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