

Flexible Display Market Report by Display Type (OLED, LCD, Electronic Paper Display (EPD), and Others), Substrate Material (Glass, Plastic, and Others), Application (Smartphones and Tablets, Smart Wearables, Televisions and Digital Signage Systems, Personal Computers and Laptops, and Others), and Region 2024-2032

<https://marketpublishers.com/r/F20C407A4BF7EN.html>

Date: April 2024

Pages: 135

Price: US\$ 3,899.00 (Single User License)

ID: F20C407A4BF7EN

Abstracts

The global flexible display market size reached US\$ 22.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 145.6 Billion by 2032, exhibiting a growth rate (CAGR) of 22.3% during 2024-2032.

A flexible display is a visual output surface that folds, bends, and twists without breaking. It is a thin and light-weighted flexi-screen that takes minimal space and offers high durability as it is manufactured from plastic, which possesses better impact resistance than solid glass structures. It is widely used as clothing that changes color or pattern instantly in response to the environment. As a result, it finds extensive applications in smartphones, tablets, smart wearables, television (TV) sets, digital signage systems, personal computers (PCs), laptops, monitors, vehicles, and smart home appliances.

Flexible Display Market Trends:

At present, there is a rise in the utilization of display-based consumer electronic devices across the globe. This, along with the growing demand for connected and automated vehicles, represents one of the key factors driving the market. Moreover, there is an increase in the adoption of digital signage systems with the initiation of the smart city concept around the world. This, coupled with the escalating demand for compact and

energy-efficient devices, is offering lucrative growth opportunities to end-users and investors. In addition, the increasing use of the organic light-emitting diode (OLED) due to its simplified design, limited flexibility, and better image quality as compared to conventional light-emitting diodes (LEDs) and liquid crystal displays (LCDs) is positively influencing the market. Besides this, the growing employment of electronic paper displays (EPDs) by e-readers worldwide is catalyzing the demand for flexible displays. Furthermore, key market players are extensively investing in research and development (R&D) activities to launch new product variants. These players are also focusing on product launches and expansions, which is projected to bolster their overall sales and profitability.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global flexible display market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on display type, substrate material and application.

Breakup by Display Type:

- OLED
- LCD
- Electronic Paper Display (EPD)
- Others

Breakup by Substrate Material:

- Glass
- Plastic
- Others

Breakup by Application:

- Smartphones and Tablets
- Smart Wearables
- Televisions and Digital Signage Systems
- Personal Computers and Laptops
- Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AU Optronics Corp., BOE Technology Group Co. Ltd., Corning Incorporated, DuPont de Nemours Inc., E Ink Holdings Inc., Innolux Corporation, Koninklijke Philips N.V., LG Electronics Inc., Plastic Logic (FlexEnable Limited), Royole Corporation, Samsung Electronics Co. Ltd., Sharp Corporation and Toshiba Corporation.

Key Questions Answered in This Report

1. What was the size of the global flexible display market in 2023?
2. What is the expected growth rate of the global flexible display market during 2024-2032?

3. What are the key factors driving the global flexible display market?
4. What has been the impact of COVID-19 on the global flexible display market?
5. What is the breakup of the global flexible display market based on the display type?
6. What is the breakup of the global flexible display market based on the substrate material?
7. What are the key regions in the global flexible display market?
8. Who are the key players/companies in the global flexible display market?

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