

Flexible Display Market - Forecasts from 2020 to 2025

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Abstracts

Global flexible display market is projected to grow at a CAGR of 29.33% over the forecast period to reach US\$20.060 billion in 2025 from US\$4.286 billion in 2019. A flexible display is an electronic visual display that is flexible in nature. The flexible display is being increasingly used for consumer electronics due to its advantages like ruggedness, lightweight, non-brittle nature, portability, and durability. Consumer electronics like smartphones, tablets, laptops and other devices are using advance technology and are increasing the application of flexible display. The growing polymer industry has led to the easy availability of raw material. The flexible display is made up of glass, plastic, and metal. The flexible display has various applications like smart wearables, televisions, personal computers, laptops, E-Reader, monitors, smartphones and tablets, electronic shelf labels, and vehicles. The flexible display is highly durable, lightweight, ultra-thin, unbreakable, bendable, shatter-proof, portable, and use low energy consumption. Rising adoption of OLED based devices mobile phones, VR headsets, digital cameras, laptops, tablets, and television is growing the market for flexible display. High adoption of entertainment and gaming is going to drive the flexible display market in the forecast period.

By Type

The global flexible display market is segmented by type as LCD, LED, TFT, and E-paper. Liquid Crystal Display (LCD) is an electronically modulated optical device that uses the light-modulating properties of liquid-crystals combined with polarizers. LED displays are made of soft PCB and rubber material. It can be made in any sizes and shapes for creative installations. Thin Film Transistor (TFT) backplane is crucial enablers for fabricating flexible display. Electrophoretic technology is commonly known as e-paper. The displays have an ultra-wide viewing angle and are available in monochrome with up to 16 levels of gray. OLED is the rising segment in the flexible display market due to high energy efficiency, simplified design, flexibility, and better

image quality. OLED does not involve backlighting which enables them to be thinned and molded into specific shapes like curved screens.

By Application

By Application, the market is segmented as smartphones, wearables, digital signage, TV, and others. The wearables segment is growing at a rapid rate due to a change in lifestyle and advancement in technology. Wearable devices utilize small display panels and have a lot of new applications like augmented reality (AR) and virtual reality (VR).

By Geography

Geographically, the flexible display market has been segmented as North America, South America, Europe, Middle East, and Africa, and the Asia Pacific. The report also analyses major countries across these regions with complete analysis and forecast along with prevailing market trends and opportunities which each of these countries present for the manufacturers. Geographically, North America held a significant amount of market share due to the high disposable income of citizens coupled with urbanized society in this region. The Asia Pacific is expected to grow at the fastest rate owing to rapid urbanization, especially in emerging economies of China and India. The large population base coupled with growing middle-class income level and rising disposable income augments the adoption of devices like smartphones, tablets, and TV among others, and is expected to propel the flexible display market over the projected period. The rising adoption of technology and the presence of rapidly growing economies of China and India are further expected to contribute to market growth.

Competitive Insights

The market is fragmented owing to the presence of various players; key players dominate the market share owing to their capability to invest in continuous R&D. The major players discussed in the reports are SAMSUNG, E Ink Holdings Inc., LG Electronics, Sony Corporation, and AU Optronics Corp. among others. Innovation in product features through the addition of advanced and latest technologies helps vendors to differentiate in the market while gaining a competitive edge.

Some key developments in the area are:-

In May 2018, AUO introduced a full range of gaming monitors, Esports, and VR head-mounted display with mini LED backlight technology.

In January 2018, the Universal Display and Sharp Corporation came into an agreement in which Universal Display will supply its proprietary Universal PHOLED phosphorescent OLED materials and technology to Sharp Corporation.

Segmentation

The global flexible display market is segmented by type, application, and geography.

By Type

LCD

LED

TFT

E-paper

By Application

Smartphones

Wearables

Digital Signage

TV

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

UAE

Others

Asia Pacific

China

Japan

South Korea

India

Others

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