

OLED Market - Forecasts from 2016 to 2021

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Abstracts

OLED Market is projected to witness a compound annual growth rate of 14.83% over the forecast period to reach a total market size of US\$42.115 billion by 2021, from US\$18.368 billion in 2015. OLED technology is being increasingly used on account of advantages it offers like high power efficiency, lightweight and reduced size as compared to LED/LCD. OLED Display market is estimated to dominate over OLED lighting over the next six years due to features like better contrast ratio and viewing angles, and a deeper black. Technological advancement due to R&D activities and increasing demand in the automotive industries for lighting and display solution are some key factors driving the growth of the market. Asia Pacific market is expected to grow at an exponential rate due to high demand from end-user industries.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentation which has been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of OLED technology. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, OLED market has been segmented on the basis of application and Display technology. Under Application; Display and Lighting have been covered. Whereas Under Display technology, the market is segmented into AMOLED and PMOLED. Important regions for vendors in terms of market size is covered through detailed geographical segmentation. Geographical regions covered as a part of this section are Americas, Europe Middle East and Africa and Asia Pacific.

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Samsung Display, LG Display, OSRAM, Acuity Brands, Novaled GmbH, Koninklijke Philips N.V., Panasonic Corporation and AU Optronics Corporation among others.

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