

# OLED Market - Industry Trends, Opportunities and Forecasts to 2023

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## Abstracts

Global OLED market is projected to grow at a CAGR of 14.68% during the forecast period, reaching a total market size of US\$41.375 billion by 2023 from US\$21.037 billion in 2018. Booming demand for consumer electronics including smartphones, tablets, and televisions is significantly driving the demand for OLED for better video quality. Rising investments in R&D of OLED technology and solutions by major market players is further creating new opportunities for the global market expansion. Growign adoption of digital signage solutions across different sectors will propel the growth of global OLED market in the coming years. However, high manufacturing cost due to high cost of raw material iridium will hamstring the growth of global OLED market during the forecast period. Geographically, APAC will witness the fastest regional market growth between 2018 and 2023 due to mushrooming demand for smartphones, laptops, and other consumer electronics in emerging countries such as China and India.

## Research Methodology

The report provides 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 segmentations which have been covered as part of the report.

## Market Dynamics

This 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 . Complete industry analysis has also been covered through Porter's five forces model as a part of this report section.

## Segmentation

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 as AMOLED and PMOLED. By type, the market is segmented as passive OLED and active matrix OLED. Important regions for vendors in terms of market size are covered through detailed geographical segmentation. Geographical regions covered as a part of this section are North America, South America, Europe, Middle East and Africa, and Asia Pacific.

## Market Players

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

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