

Smartphone Display Market - Forecasts from 2021 to 2026

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Abstracts

The global smartphone display market is expected to grow at a compound annual growth rate of 5.70% over the forecast period to reach a market size of US\$43.117 billion in 2026 from US\$29.257 billion in 2019. The market is expected to surge in the coming years, because of the advancement in technologies, growth of urban population, and rising incomes, globally. According to the United Nations, by 2050, 68% of the global population, is expected to reside in urban areas, from 55% in the year 2018. The global smartphone display market is expected to surge in countries like India and China, during the forecast period. With the large population, rising disposable income, and advanced manufacturing industry, the market is expected to accelerate at a significant rate. In October 2020, The Indian Government approved ten mobile manufacturing firms for its major Production Linked Incentive Scheme, intending to boost manufacturing and production of large-scale electronics in the country, as part of the government's Make in India initiative. The novel scheme extends and provides incentives of around 4% to 6%, on incremental sales and revenue, of goods, under specific target segments, that are to be produced in India to eligible and qualified companies, for a maximum period of five years. In December 2020, The State Government of India's largest state, Uttar Pradesh, announced that Samsung would invest around US\$664.8 million to relocate the company's IT and mobile production unit from China to Uttar Pradesh, India. In January 2020, Samsung announced that they would invest US\$500 million, to set up a novel smartphone display manufacturing plant in New Delhi, India. Other companies are also making significant developments in the market, in recent years. In February 2021, Apple announced that it would be partnering with Taiwan Semiconductor Manufacturing Co. to develop and produce ultra-advanced display technology, at a secretive facility in the country of Taiwan. Apple had been planning to develop micro-OLED Displays, to use the novel technology, in its next generation and augmented reality devices. In November 2020, Foxconn, one of the major manufacturers of smartphones and other

gadgets, announced that it had opened a factory in Northern Vietnam, to produce mobile phones and other displays. The total cost of the construction of the factory was around US\$26 million. The country's government stated that they had produce d20,000 display screens in the year 2020.

Increasing Smartphone Shipments

The worldwide smartphone shipments are expected to surge in the coming years, because of the rollout of 5G networks, rising disposable income in developing countries, and surge in population, globally. According to the International Data Corporation, the global smartphone market continued to enhance its performance in the last quarter of the year 2020. The market registered a slowdown in 2020, because of the COVID-19 Pandemic. But the corporation's report stated that the market grew by around 4.3 %, during the fourth quarter of 2020. Smartphone manufacturers and vendors shipped a total of 385.9 million devices, during the fourth quarter. The market is also expected to grow because of the popularity of low to medium-priced range smartphones, especially in developing nations. According to the data given by the International Data Corporation, Samsung had a market share of approx. 20.6%, with shipments of 266.7 million units of smartphones, in the year 2020. Apple had a market share of 15.9%, with shipments of 206.1 million units in the same year. Huawei was in the third position and had a market share of 14.6%, with total shipments of 189 million units. Other companies, such as Xiaomi, Vivo, and Others, had a market share of 11.4%, 8.6%, AND 28.7%, respectively, with total shipments of 147.8 million units, 111.7 million units, and 371 million units, in the year 2020. The smartphone market is expected to grow at a rate of 1.7%, in the next five years.

A rise in the demand for OLED Display Screen

The market is expected to grow at an exponential rate in the coming years, because of the rise in demand for OLED Screens, globally. The major advantage of OLED display over LCD is that OLED enhances image quality, and provides higher brightness, better contrast, much faster refresh rates, a wider color range, and fuller viewing angle. The design enables flexible, ultra-thin, transparent, and foldable displays. Major companies have been introducing and launching gadgets and products, with novel and advanced OLED Displays, globally. For Instance, In February 2021, Lenovo announced the launch of the Lenovo Tab P11 in India, with the latest 11.5-inch WQXGA OLED Display and Snapdragon 730G processor. The OLED Display has 2,560*1,600 pixels resolution, Dolby Vision, HDR10, 100% sRGB, and 500nits brightness. Other companies are also making significant developments in the market. In February 2021, LG Display

announced its plans to expand manufacturing and production facilities of organic light-emitting diode (OLED) displays in Vietnam. The company would invest US\$750 million for its production and operations in the country's port city of Hai Phong, North Vietnam. Apple, one of the major smartphone companies, globally, has been investing a significant sum of capital into OLED Technology. In February 2021, it had been reported that Apple's supplier TSMC, had been developing and producing advanced micro-OLED display technology for Apple's rumored Apple Glass AR Headset. In January 2021, Samsung stated that its Galaxy S21 Ultra smartphone uses OLED Display, which reduces the mobile phone's power consumption by up to 16%.

Current Trends

In February 2021, Vivo Mobile Communications reported that they had filed a designed patent with China National Property Administration, at the end of the month of August 2020. The patent got approval in February 2021. The novel foldable design smartphone contained a long, unusual display panel, that folds at the bottom of the phone.

In February 2021, Xiaomi announced that the unveiling of a novel smartphone concept

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Segmentation:

By Type

AMOLED

TFT-LCD/LTPS

Others

By Resolutions

720*1280

1920*1080

Others

By Size

0-4 Inches

4-5 Inches

5-6 Inches

Others

By geography

North America

USA

Canad?

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

Japan

China

India

Indonesia

Others

Note: The report will be dispatched in 2 business days.

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10.4. Sony Corporation

10.5. Fujitsu Ltd.

10.6. Sharp Corporation

10.7. LG Electronics Inc.

10.8. Hannstar

10.9. Japan Display Inc.

10.10. Samsung

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