

# Transparent Display Market - Forecasts from 2019 to 2024

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## Abstracts

The transparent display market is projected to grow at CAGR of 35.79% to reach US\$3,492.669 million by 2024, from US\$557.051 million in 2018. Transparent display or see-through displays is the latest electronic technology in which users can see what is being displayed on the glass and beyond it at the same time. It promises to display dynamic or interactive information on a transparent glass surface and due to this uniqueness, this gives a good artistic and advertising effect. The key driver of the market growth is that with this technology, the user is able to view the digital world while simultaneously staying attuned with reality. In addition, there is a growing investment in the R&D by the display manufacturers, which further expected to supplement the growth of the market during the forecast period.

By industry vertical, the transparent display market is segmented as consumer electronics, automotive, retail, and others. The increasing competition in today's era has led to an increase in the advertisement budget of different business owners and this transparent display is a move used by them in order to advertise or promote their businesses, so this leads to an increased demand for the transparent display in the retail applications as this creates an eye-catching impact on consumers and influence their buying behavior towards a particular product or service.

By geography, the transparent display market is segmented as Americas, Europe, Middle East & Africa, and the Asia Pacific. The Asia Pacific is expected to have a significant market share due to an increase in the disposable income resulting in high use and a tremendous increase in demand of the consumer electronics goods using transparent display technology.

Major industry players profiled as a part of this report are PRO Display, Evolve GmbH,

and Planar Systems Inc. among others.

## Segmentation

The transparent display market has been analyzed through the following segments:

### BY TYPE

OLED

LCD

Others

### BY INDUSTRY VERTICAL

Consumer Electronics

Automotive

Retail

Others

### By Geography

Americas

USA

Canada

Brazil

Others

Europe Middle East and Africa

Germany

France

United Kingdom

Spain

Others

Asia Pacific

China

Japan

South Korea

Others

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