

# **COVID-19 Impact on Display Panel Market by Product (PC Monitors, Tablets, Smartphones, Wearables, Automotive Displays, TVs, and Large Screen), Industry, and Region - Global Forecast to 2025**

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## **Abstracts**

“Display panel market is expected to grow at CAGR of 7.3%, which is lower than pre-COVID-19 evaluations from 2020 to 2025”

Due to the COVID-19 impact, the global display panel market is projected to grow from USD 107.0 billion in 2020 to reach USD 152.0 billion by 2025, at a CAGR of 7.3%. The estimation for 2020 is down by approximately 26% compared to the estimation done for the pre-COVID-19 scenario.

Factors that drive the growth of the display panel market include the growing acceptance of the work-from-home norm and rising focus of regional financial institutions to design fiscal policies for keeping the display market floating during the COVID-19 crisis. Shifting manufacturing units to less affected regions, increasing demand for 4K and 8K displays with the availability of UHD content, surging adoption of OLED displays in smartphones, rising demand for flexible display panels, and increasing investments for the construction of new OLED and LCD panel manufacturing facilities are the factors driving the market growth. The booming automotive display industry and rising focus on the development of energy-efficient, attractive, and high-end-specification display products using advanced technologies, such as OLED and AMOLED, are some other crucial factors accelerating the display panel market growth.

“Global post-COVID-19 display panel market for PCs and monitors is expected to witness positive growth in 2020 in comparison with 2019”

With an increasing number of companies focusing on adopting the work-from-home option in the middle of the COVID-19 outbreak, there has been a sudden spike in demand for laptops, PC monitors, and tablets. SMBs and large firms are looking for refurbished devices and rental devices as an option to maintain business continuity. Also, several educational institutions have embraced e-learning as a way to bridge the gap between tutors and students/pupils while complying with the lockdown measures being enforced in most of the countries. Thus, the demand for display panels for laptops and tablets is high, which is boosting the revenue stream of display manufacturers. Due to its positive growth in 2020, it would surpass the estimates of pre-COVID-19.

“Automotive display sales are expected to decline in 2020 as compared to 2019 in the global display panel market.”

The spread of COVID-19 has impacted the automotive sector. Automobile manufacturing plants across Europe and North America are either non-operational or have reduced their production. Lockdown in China has led to the shortage of various parts used in automobiles as most of the spare parts are procured from the country. Furthermore, the drop in orders will affect providers of raw materials, which include automotive displays, to car manufacturers such as Ford and GM. Electric vehicle production has also been hampered owing to the scarcity of lithium-ion batteries and other key components, which are supplied by China. However, the anticipated decline in the revenue of the automotive industry is expected to result in reduced demand for automotive displays. Companies are currently in a race to save operations and cash flows instead of investing in any new project. We may see a surge in demand for automotive displays in next 1 to 2 years once the lockdown is over.

“APAC to continue to hold largest share of global display panel market during forecast period.”

APAC is expected to continue to account for the largest share of the global display panel industry from 2020 to 2025. The region has witnessed significant advancements in the display device market, along with the rapid changes in terms of adoption of new technologies such as OLED and AMOLED. APAC is an attractive market for smartphones, tablets, laptops, and televisions, with major companies such as Samsung Electronics and LG Display based in South Korea, and Sony, Sharp, Panasonic, and a few others based in Japan. APAC registered the highest growth in the market for consumer products such as smartphones, tablets, laptops, and TVs. Display panel manufacturers including Samsung Display, LG Display, AU Optronics, Japan Display, and Sharp are based in APAC and have their major manufacturing facilities in different

countries in APAC. The APAC market is expected to recover only after the first quarter of 2021, but it will be challenging to attain the market size estimated pre-COVID-19.

Breakdown of the profiles of primary participants for the report has been given below:

By Company Type: Tier 1 = 39%, Tier 2 = 41%, and Tier 3 = 20%

By Designation: C-level Executives = 42%, Directors = 36%, and Others = 22%

By Region: North America = 34%, Europe= 24%, APAC = 22%, and RoW = 20%

Major players operating in the display panel market are Samsung Display, LG Display, BOE Technology Group Co. Ltd., AU Optronics Corp., Innolux Corp., Japan Display Inc., Sharp Corp., China Star Optoelectronics Technology, Tianma Microelectronics Co. Ltd., and Truly International Holdings Ltd.

### Research Coverage

This report covers the COVID-19 impact on the display panel market based on product, end-user industry, and geography. It also discusses the supply chain, drivers, and challenges of the market.

### Reasons to Buy the Report:

The illustrative segmentation, analysis, and estimation of the market based on product, end-user industry, and geography have been done to give an overall view of the display panel market considering a detailed impact analysis of COVID-19.

Impact on supply chain analysis, as well as the influence of market dynamics, i.e., drivers, restraints, and opportunities on the display panel market, has been discussed in detail

Information about losers and gainers based on product, technology, and company has been provided in the report.

## Contents

### 1 INTRODUCTION

#### 1.1 COVID-19 HEALTH ASSESSMENT

#### 1.2 COVID-19 ECONOMIC ASSESSMENT

##### 1.2.1 COVID-19 IMPACT ON THE ECONOMY—SCENARIO ASSESSMENT

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

##### 2.1.1 SECONDARY DATA

###### 2.1.1.1 Key data from secondary sources

##### 2.1.2 PRIMARY DATA

###### 2.1.2.1 Breakdown of primaries

###### 2.1.2.2 Key industry insights

#### 2.2 MARKET SIZE ESTIMATION

##### 2.2.1 BOTTOM-UP APPROACH

###### 2.2.1.1 Approach for capturing market share by bottom-up analysis (demand side)

##### 2.2.2 TOP-DOWN APPROACH

###### 2.2.2.1 Approach for estimating market size by top-down approach (supply side)

#### 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION

#### 2.4 RESEARCH ASSUMPTIONS

### 3 EXECUTIVE SUMMARY

#### 3.1 PRE-COVID-19

#### 3.2 REALISTIC SCENARIO

#### 3.3 PESSIMISTIC SCENARIO

#### 3.4 OPTIMISTIC SCENARIO

### 4 IMPACT OF COVID-19 ON DISPLAY PANEL MARKET DYNAMICS

#### 4.1 MARKET DYNAMICS

##### 4.1.1 DRIVERS

###### 4.1.1.1 Growing acceptance of work from the home norm

###### 4.1.1.2 Rising focus of regional financial institutions to design fiscal policies for

keeping display market floating during COVID-19 crisis

4.1.1.3 Shifting manufacturing units to less affected regions

4.1.1.4 Increasing demand for 4K and 8K displays with the availability of UHD content

4.1.1.5 Surging adoption of OLED displays in smartphones and rising demand for flexible display panels

4.1.1.6 Increasing investments for the construction of new OLED and LCD panel manufacturing facilities

4.1.1.7 Booming automotive displays industry

4.1.1.8 Rising focus on development of energy-efficient, attractive, and high-end-specification display products using advanced technologies

#### 4.1.2 RESTRAINTS

4.1.2.1 Impact on supply chain

4.1.2.2 Lower capacity utilization

4.1.2.3 Restrictions on trading

4.1.2.4 Adverse impact of lockdown and social distancing hamper commercial trades

4.1.2.5 Trade restrictions imposed by US on China

#### 4.1.3 OPPORTUNITIES

4.1.3.1 Need for large number of medical displays to treat increasing number of patients

4.1.3.2 Deployment of touchless kiosks

4.1.3.3 Growing number of vendors adopting OLED display panels for televisions

4.1.3.4 Emerging use cases—smart displays, smart mirrors, smart home appliances

4.1.3.5 Emerging display technologies—micro-LED and true quantum dots

4.1.3.6 Growth in smart wearable display market—AR/VR HMDs and smartwatches

4.1.3.7 Potential opportunities for new vendors due to localization of components in long run

## 5 SYSTEM AND EXTENDED ECOSYSTEM OF DISPLAY PANEL MARKET

### 5.1 INTRODUCTION

### 5.2 VALUE CHAIN ANALYSIS

### 5.3 COVID-19 IMPACT ON SUPPLY CHAIN OF DISPLAY ECOSYSTEM

5.3.1 IMPLICATIONS ON R&D/RAW MATERIAL AND INPUT SUPPLY

5.3.2 IMPLICATIONS ON MANUFACTURING

5.3.3 IMPLICATIONS ON ASSEMBLY AND INTEGRATION

5.3.4 IMPLICATIONS ON INPUT SUPPLIERS

### 5.4 POTENTIAL SHIFT IN CLIENTS' REVENUES

## 6 IMPACT OF COVID-19 ON DISPLAY BY PRODUCT, TECHNOLOGY, AND

## **PLAYER**

### **6.1 INTRODUCTION**

### **6.2 BY PRODUCT**

#### **6.2.1 BIGGEST GAINERS**

##### **6.2.1.1 PC monitors and laptops**

#### **6.2.2 BIGGEST LOSERS**

##### **6.2.2.1 Smartphone**

### **6.3 BY PLAYER**

#### **6.3.1 BIGGEST GAINERS**

##### **6.3.1.1 Samsung Display**

#### **6.3.2 BIGGEST LOSERS**

##### **6.3.2.1 LG Display**

### **6.4 BY TECHNOLOGY**

#### **6.4.1 BIGGEST GAINERS**

##### **6.4.1.1 OLED & Amoled**

#### **6.4.2 BIGGEST LOSERS**

##### **6.4.2.1 LCD**

## **7 INDUSTRY ANALYSIS**

### **7.1 CONSUMER**

### **7.2 AUTOMOTIVE**

### **7.3 SPORTS & ENTERTAINMENT**

### **7.4 TRANSPORTATION**

### **7.5 RETAIL, HOSPITALITY, AND BFSI**

### **7.6 INDUSTRIAL & ENTERPRISE**

### **7.7 EDUCATION**

### **7.8 HEALTHCARE**

### **7.9 AEROSPACE, DEFENSE, & MILITARY**

### **7.10 OTHERS**

## **8 PRODUCT ANALYSIS**

### **8.1 PC, MONITORS AND LAPTOPS**

### **8.2 LARGE FORMAT DISPLAYS**

### **8.3 TELEVISIONS**

### **8.4 AUTOMOTIVE DISPLAYS**

### **8.5 SMART WEARABLES**

8.6 SMARTPHONES

8.7 TABLETS

## **9 GEOGRAPHIC ANALYSIS**

9.1 INTRODUCTION

9.2 APAC

9.2.1 CHINA

9.2.2 JAPAN

9.2.3 SOUTH KOREA

9.2.4 TAIWAN

9.3 NORTH AMERICA

9.3.1 US

9.3.2 CANADA AND MEXICO

9.4 EUROPE

9.4.1 GERMANY

9.4.2 UK

9.4.3 FRANCE

9.5 ROW

## **10 COMPANY PROFILES**

10.1 INTRODUCTION

(Business Overview, Products/Solutions/Services offered, Key developments during COVID crisis, and MnM View)\*

10.2 KEY PLAYERS

10.2.1 SAMSUNG DISPLAY

10.2.2 LG DISPLAY

10.2.3 BOE TECHNOLOGY

10.2.4 AU OPTRONICS (AUO)

10.2.5 INNOLUX CORPORATION

10.2.6 JAPAN DISPLAY (JDI)

10.2.7 SHARP (FOXCONN)

10.2.8 CHINA STAR OPTOELECTRONICS TECHNOLOGY (CSOT) (CDOT) (TCL)

10.2.9 TIANMA MICROELECTRONICS

10.2.10 TRULY ELECTRONICS

10.3 KEY INNOVATORS

10.3.1 APPLE (LUXVUE)

10.3.2 SONY

### 10.3.3 E INK HOLDINGS

### 10.3.4 UNIVERSAL DISPLAY CORP. (UDC)

### 10.3.5 JOLED

### 10.3.6 EMAGIN CORPORATION

### 10.3.7 KOPIN CORPORATION

\*Details on (Business Overview, Products/Solutions/Services offered, Key developments during COVID crisis, and MnM View might not be captured in case of unlisted companies.

## 10.4 SHORT-TERM AND LONG-TERM STRATEGIES

### 10.4.1 SHORT-TERM STRATEGIES

10.4.1.1 Modify business-related strategies

10.4.1.2 Prioritize companies' manufacturing essential raw materials

10.4.1.3 Prioritize employee health and safety

### 10.4.2 MID-TERM STRATEGIES

10.4.2.1 Communicate with relevant stakeholders

10.4.2.2 Build resilience in preparation for new normal

10.4.2.3 Adjust hiring to temporarily adjusted demand

10.4.2.4 Evaluate and adjust procurement strategic priorities

### 10.4.3 LONG-TERM STRATEGIES

10.4.3.1 Strengthening supply chains

10.4.3.2 Implement digital and automated manufacturing capabilities paired with strong manufacturing excellence

10.4.3.3 Embrace digitalization to evaluate supply chains

10.4.3.4 Invest in more collaborative and agile planning and fulfillment capabilities

## 11 APPENDIX

### 11.1 DISCUSSION GUIDE

### 11.2 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

### 11.3 AUTHOR DETAILS



## List Of Tables

### LIST OF TABLES

TABLE 1 DISPLAY PANEL MARKET, BY REGION, 2017–2025 (USD BILLION)

TABLE 2 DISPLAY PANEL MARKET IN APAC, BY COUNTRY, 2017–2025 (USD BILLION)

TABLE 3 DISPLAY PANEL MARKET IN NORTH AMERICA, BY COUNTRY, 2017–2025 (USD BILLION)

TABLE 4 DISPLAY PANEL MARKET IN EUROPE, BY COUNTRY, 2017–2025 (USD BILLION)

## List Of Figures

### LIST OF FIGURES

FIGURE 1 COVID-19 THE GLOBAL PROPAGATION

FIGURE 2 COVID-19 PROPAGATION: SELECT COUNTRIES

FIGURE 3 COUNTRIES BEGIN WITH SIMILAR TRAJECTORIES BUT CURVES  
DEVIATE BASED ON MEASURES TAKEN

FIGURE 4 REVISED GDP FORECASTS FOR SELECT G20 COUNTRIES IN 2020

FIGURE 5 CRITERIA IMPACTING THE GLOBAL ECONOMY

FIGURE 6 SCENARIOS IN TERMS OF RECOVERY OF THE GLOBAL ECONOMY

FIGURE 7 DISPLAY PANEL MARKET: PROCESS FLOW OF MARKET SIZE  
ESTIMATION

FIGURE 8 BOTTOM-UP APPROACH TO ARRIVE AT MARKET SIZE

FIGURE 9 TOP-DOWN APPROACH TO ARRIVE AT MARKET SIZE

FIGURE 10 DATA TRIANGULATION

FIGURE 11 ASSUMPTIONS OF RESEARCH STUDY

FIGURE 12 PRE- AND POST-COVID-19 IMPACT ANALYSIS ON DISPLAY MARKET

FIGURE 13 IMPACT OF COVID-19 ON PRODUCT

FIGURE 14 IMPACT OF COVID-19 ON DISPLAY PANEL, BY REGION

FIGURE 15 MARKET DYNAMICS: DISPLAY MARKET

FIGURE 16 CARES ACT PACKAGE BREAKUP

FIGURE 17 DISRUPTION IN MANUFACTURING ECOSYSTEM

FIGURE 18 DISPLAY PANEL MARKET: VALUE CHAIN ANALYSIS

FIGURE 19 USE CASES: SHIFT IN CLIENTS' REVENUES: WITH EXTENDED LENS  
ON GROW DISPLAY

FIGURE 20 DISPLAY PANEL MARKET SEGMENTATION, BY INDUSTRY

FIGURE 21 CONSUMER-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-  
COVID-19

FIGURE 22 AUTOMOTIVE-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-  
COVID-19

FIGURE 23 SPORTS & ENTERTAINMENT-SCENARIO ANALYSIS: PRE-COVID-19  
AND  
POST-COVID-19

FIGURE 24 TRANSPORTATION-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-  
COVID-19

FIGURE 25 RETAIL, HOSPITALITY & BFSI-SCENARIO ANALYSIS: PRE-COVID-19  
AND  
POST-COVID-19

FIGURE 26 INDUSTRIAL & ENTERPRISE-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 27 EDUCATION-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 28 HEALTHCARE-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 29 MILITARY, DEFENCE & AEROSPACE-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 30 OTHER INDUSTRY-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 31 DISPLAY PANEL MARKET SEGMENTATION, BY PRODUCT

FIGURE 32 PC MONITOR & LAPTOP-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 33 LARGE FORMAT DISPLAY-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 34 TELEVISION-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 35 AUTOMOTIVE DISPLAY-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 36 SART WEARABLES-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 37 SMARTPHONES-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 38 TABLET-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 39 DISPLAY PANEL MARKET, BY REGION

FIGURE 40 APAC-SCENARIO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 41 CHINA ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 42 JAPAN ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 43 SOUTH KOREA ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 44 TAIWAN ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 45 NORTH AMERICA ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 46 US ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 47 CANADA & MEXICO ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 48 EUROPE ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 49 GERMANY ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 50 UK ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 51 FRANCE ANALYSIS: PRE-COVID-19 AND POST-COVID-19

FIGURE 52 ROW ANALYSIS: PRE-COVID-19 AND POST-COVID-19

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