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Display Controller Market By Type (LCD Controller, Touchscreen Controller, Multi-Display, Smart Display, Graphic LCD Controller), Application (Industrial Control, Medical Equipment, Automotive, Mobile Communication) and Geography – Global Forecast To 2022

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Abstracts

“Increasing adoption of advanced display technologies in mobile communication devices fueling the growth of the display controller market”

The display controller market is expected to grow at a CAGR of 9.68% between 2016 and 2022 to reach USD 32.24 billion by 2022 from USD 17.26 billion in 2015. Consumer electronics and mobile communication devices are the biggest application areas for display controllers. These controllers are also used in products such as TVs, laptops, media players, and smartphones, of which, smartphones have emerged as the leading product for all types of display technologies and components, including controllers.

“Market for automotive applications to grow at the highest rate in the next five years”

The display controller market for automotive applications is expected to grow at the highest rate in the next five years. These ICs have applications in automotive electronics, particularly in instrument cluster displays and infotainment and navigation systems. Some of the premium automobiles are also equipped with head-up displays and a few other types of displays, each having their own specific controllers for video signal processing.

“North America to hold the largest size of the market for display controllers in the

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coming years”

North America is expected to hold the largest size of the display controller market in the coming years, while the market in APAC is expected to grow at the highest rate during the same period. The application of display controllers is diverse in North America, particularly in the U.S. wherein these controllers are used in displays for industrial control, mobile communication, appliances, office automation, signage, and other applications. China, Japan, South Korea are some of the leading markets in APAC. China is a major semiconductor and electronics manufacturing hub and hence, it is the largest market for display controllers in APAC. Also, a significant number of prominent companies offering various display technologies, such as Samsung Electronics Co., Ltd. (South Korea) and Seiko Epson Corporation (Japan), among others, are based in APAC.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews have been conducted with key people in the display controller market. The break-up of primary participants for the report has been shown below:

By Company Type: Tier 1 – 18 %, Tier 2 – 31%, and Tier 3 – 51%

By Designation: C-Level Executives – 40%, Directors – 26%, and Others – 34%

By Region: North America – 51%, Europe – 32%, APAC – 12%, and RoW – 5%

The report also profiles the key players in the display controller market and analyzes their market ranking. The prominent players profiled in this report are Samsung Electronics Co., Ltd. (South Korea), LG Display Co., Ltd. (South Korea), Toshiba Corporation (Japan), Novatek Microelectronics Corporation (Taiwan), Intersil Corporation (U.S.), Fujitsu Limited (Japan), Seiko Epson Corporation (Japan), and among others.

Research Coverage:

This research report categorizes the display controller market on the basis of type, application, and geography. The report also provides the Porter’s five forces analysis, along with a description of each of its forces and their respective impact on the market; market dynamics, including major drivers, restraints, challenges, and opportunities;

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value chain analysis; and market ranking analysis.

Reasons to buy the Report

The report will help leaders/new entrants in this market in the following ways:

1. This report segments the display controller market comprehensively and provides the closest market size estimation for all subsegments across different regions.
2. The report would help stakeholders understand the pulse of the market and provide them with the information on key drivers, restraints, challenges, and opportunities for market growth.
3. This report would help stakeholders understand their competitors better and gain more insights to improve their position in the business. The competitive landscape section includes competitor ecosystem, new product launches and developments, partnerships, and mergers and acquisitions.

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