

Embedded Display Market with COVID-19 Impact Analysis by Technology (LCD, LED, OLED, and Others), Type, Device, Application (Automobile Displays, Fitness Devices and Wearables, Home Automation and HVAC Systems), Region - Global Forecast to 2025

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Abstracts

“Accelerated adoption of automation in different along-with the increase in the adoption of OLED in automotive and consumer electronics sector is set to drive the embedded display market.”

The global embedded display market size is estimated to be USD 17.7 billion in 2020 and is projected to reach 24.4 billion by 2025, at a CAGR of 6.9% during the forecast period. The market has a promising growth potential due to several factors, including the advancements in embedded display interface technologies and accelerated adoption of automation in different industries owing to COVID-19. Moreover, the increased demand for interactive displays and digital signage across the globe play a key role in driving the growth of the embedded display market.

“The growing adoption of flexible OLED displays in defense and military, healthcare, and gaming sectors is expected to drive its market growth”

The OLED segment is projected to grow at the highest CAGR from 2020 to 2025 for embedded display market. OLED displays are being increasingly adopted in several consumer-based applications, such as wearables, smartphones, televisions, portable gaming consoles, and digital cameras. They are also used in display monitors, digital signage, video walls, transparent interactive displays, automobiles, etc. The growing

penetration of OLED displays in wearables, foldable devices, and rollable screens is expected to fuel the growth of the OLED display technology.

“Portable Devices segment is estimated to register higher CAGR growth during forecast period”

The portable devices segment for embedded display market is estimated to register higher CAGR growth during the forecast period, by device. The growth of this segment can be attributed to a number of benefits offered by portable devices. They have multi-touch panel options, thereby making them highly interactive while being easy to handle and use. Portable devices are used in point of sale (POS) machines, wearables, smart display devices, display monitors, HMI, and medical devices, among several other applications. The ongoing commercialization of IoT is expected to fuel the demand for portable devices during the forecast period.

“APAC is projected to become the fastest geographical market between 2020 and 2025”

APAC is projected to grow at the highest CAGR for embedded display market during the forecast period. The continuously evolving electric mobility technology in China to comply with environmental regulations is expected to lead to increased adoption of automobile displays in electric vehicles. Moreover, a number of government-led initiatives being carried out in the region, such as the Make in India initiative undertaken by the Government of India, focus on offering locally-developed advanced manufacturing capabilities to automotive, healthcare, defense, and electronics industries at subsidized costs. All these factors are expected to contribute to the growth of the embedded display market in APAC.

Breakdown of profiles of primary participants:

By Company: Tier 1 = 50%, Tier 2 = 35%, and Tier 3 = 15%

By Designation: C-level Executives = 25%, Directors = 30%, and Others (sales, marketing, and product managers, as well as members of various organizations) = 45%

By Region: APAC = 45%, North America = 30%, Europe=15%, and ROW=10%

Major players profiled in this report:

The embedded display market is dominated by a few globally established players such as Avnet, Inc. (US), Ansys (US), Emerging Display Technologies (EDT) (Taiwan), Winstar Display (Taiwan), Alita (US), Green Hills Software (GHS) (US), Microsoft (US), Planar Systems (US), Intel (US), and Anders Electronics (UK).

Research coverage

This report offers detailed insights into the embedded display market based on technology (LCD, LED, and OLED), type (touch and non-touch), device (portable devices and fixed devices), application (automobile displays, fitness devices and wearables, medical devices, home appliances, home automation and HVAC systems, industrial automation and control systems, farming and construction equipment, and scientific test and measurement equipment), and region (North America, Europe, Asia Pacific (APAC), and the Middle East, and Africa (MEA) and South America).

The report also provides a comprehensive review of market drivers, restraints, opportunities, and challenges in the embedded display market. The report also covers qualitative aspects in addition to the quantitative aspects of these markets.

Key Benefits of Buying the Report

The report will help the leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall market and the sub-segments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the embedded display market and provides them information on key market drivers, restraints, challenges, and opportunities.

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*Details on Business overview, Products & solutions offered, Recent Developments, COVID-19 related developments, SWOT Analysis, MNM view might not be captured in case of unlisted companies.

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