

Foldable Display Market by Technology (OLED, Direct-view LED), Panel Size (Up to 20", Above 20"), Application (Smartphones, Laptops and Tablets, Large Format Displays and Digital Signage), Material, Resolution, Type and Region - Global Forecast to 2029

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Abstracts

The foldable display market is projected to reach USD 13.2 billion by 2029 from USD 4.6 billion in 2024, at a CAGR of 23.6% from 2024 to 2029. The major factors driving the market growth of the foldable display market include the rising demand for large screen in smartphones, impact of 5G rollout, increasing interest in consumer innovations and multifunctional devices, and expansion of applications areas. Moreover, technological advancement and emerging applications in foldable displays is expected to provide several growth opportunities for market players in the foldable display market.

Smartphone application are anticipated to dominate the market share of the foldable display market during the forecast period

The consumer preference for larger screens in smartphones is evident in the increasing popularity of this device without compromising on portability. Improvements to the technologies of both display materials and hinge mechanisms increase durability and reliability, making foldable screens more interesting for consumers. Starting from multitasking to media consumption, laptops and tablets are fitted with foldable displays for multiple scenarios. Unlike large format displays and digital signage, foldable technology can bring an immersive and customized view, perfect for public spaces, retail environments, and advertising applications. Thus, this transformative ability through the offer of unrivaled flexibility and functionality acts as a major fuel in the adoption foldable displays in smartphone applications.

Panels sized above 20 inches are projected to experience the highest CAGR in the foldable display market during the forecast period.

Applications of foldable displays greater than 20 inches are going ahead in large-scale environments like monitors, televisions, and digital signage. The need or demand of a larger foldable display currently basically relies on the fact that all these sectors, from home entertainment to corporate setups, and commercial displays, require such devices for compact area management. These displays could convert into manageable storage format from their large interactive figure, thus providing more productivity and efficiency to the meeting environments. Foldable digital signage is a dynamic advertising solution applied to retail and public spaces because it can be adapted to numerous promotional campaigns or spatial constraints. The foldable or rollable nature of such displays makes it easy to install and maintain them for a smooth advertising experience. Improvements in manufacturing and materials are also driving adoption of larger foldable display sizes for different end-use industries.

North America is expected to grow at the second highest CAGR during the forecast period.

North America is one of the major markets in terms of foldable displays due to the presence of a strong consumer class with a huge demand for advanced technology and large disposable incomes. The presence of tech giants and a technologically savvy consumer base, this accelerates the adoption in foldable devices of smartphones, laptops, and tablets, thereby adding consistent growth to the foldable display industry through increased demand for high-resolution AMOLED and POLED screens. Besides, the regulatory bodies ensure safety and efficiency of the products, thereby rising in demand. Some of the companies operating in the North American foldable display market are Alphabet, Inc. (US), ViewSonic Corporation (US), and Motorola Mobility LLC (US), which continue dominating the industry through in-house production of quality foldable devices.

The break-up of profile of primary participants in the foldable display market-

By Company Type: Tier 1 – 10%, Tier 2 – 20%, Tier 3 – 70%

By Designation Type: C Level – 40%, Director Level – 30%, Others – 30%

By Region Type: North America – 30%, : Asia Pacific – 40%, Europe – 20%, Rest of the World (RoW) – 10%

The major players of foldable display market are Samsung Electronics Co., Ltd. (South Korea), BOE Technology Group Co., Ltd. (China), Visionox Company (China), Royole Corporation (China), and TCL China Star Optoelectronics Co., Ltd. (China), among others.

Research Coverage

The report segments the foldable display market and forecasts its size based on technology, panel size, application, material, resolution, type, and region. The report also provides a comprehensive review of drivers, restraints, opportunities, and challenges influencing market growth. The report also covers qualitative aspects in addition to the quantitative aspects of the market.

Reasons to buy the report:

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

The report provides insights on the following pointers:

Analysis of key drivers (rising demand for large screens in smartphones, impact of 5G rollout, increasing consumer interest in innovations and multifunctional devices, and expansion of applications areas), restraints (high production costs of foldable displays, and long-term durability and reliability), opportunities (emerging applications in foldable displays, and advancements in technology), and challenges (design and engineering complexities, and limited use of foldable displays) influencing the growth of the foldable display market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the foldable display market.

Market Development: Comprehensive information about lucrative markets – the report analyses the foldable display market across varied regions.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the foldable display market

Competitive Assessment: In-depth assessment of market shares, growth strategies and product offerings of leading players like Samsung Electronics Co., Ltd. (South Korea), BOE Technology Group Co., Ltd. (China), Visionox Company (China), Royole Corporation (China), and TCL China Star Optoelectronics Co., Ltd. (China).

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