

Low Power Next Generation Display Market (2009 - 2014)

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Abstracts

Environmental concerns are driving the need for greener and efficient display systems with better image quality and lower power consumption. The advances in nanotechnology and optoelectronics resulted in the introduction of next-generation display products. In 2008, the market size of next-generation display components was \$6 billion that is expected to grow exponentially by 2014 because of the increasing use of the next-generation display components in consumer electronics. This revenue potential highlights the immense opportunity in the next-generation display market.

Technological advancements, low power consumptions, large application areas, changing buying habits and greener outlook are the main factors that are driving the demand of next-generation display market. However, high manufacturing cost and competition with existing technologies are restraining the growth of the market. A reduction in the cost of ingredients, equipment, and R&D would benefit the industry as it would enable greater adoption of the technology.

Low labor cost and early initiatives have made Asia the dominant player in the next-generation display market. In 2009, the market share is estimated to be 52% with a size of \$3.7 billion. Moreover, Asia's large LED and OLED supplier-base also helps make the manufacturing of these displays cost effective. Europe is expected to have the second-highest market for next-generation displays. However, large consumer base of next-generation display devices in the U.S. and Europe makes them the most attractive markets for display components and device manufacturers.

Scope of the report

This report, aims to identify and analyze display products that consume less power

compared to average LCD, CRT and plasma display. The report has segmented the global next generation display market as follows:

Next-generation display product market

Flexible, transparent, three-dimensional, midair, double-sided, touch screen, and 2D one-sided displays

Next-generation display ingredient market

Nanomaterials, plastic substrates, metals, polymers

Next-generation display application market

Mobile phones, consumer electronics, industrial applications, movie/entertainment, tv/monitors, defense and aerospace, medical, automotive, advertising and public display, and e reader

Each section will provide market data, market drivers, trends and opportunities, top-selling products, key players, and competitive outlook. This report will also provide more than 100 market tables for various geographic regions covering the sub-segments and micro-markets. In addition, the report also provides 50 company profiles for each of its sub-segments.

What makes our reports unique?

- We provide the longest market segmentation chain in this industry- not many reports provide market breakdown upto level 5.
- Each report is about 250 pages with 100+ market data tables, 40 competitive company profiles, analysis of 300 patents and a minimum of 50 micro markets, which are collectively exhaustive and mutually exclusive.
- No single report by any other publisher provides market data for all the segments viz products, services, applications, ingredients, technology, and stakeholders in a single report for all the four geographies - US, Europe, APAC, ROW.
- We provide 10% customization. Normally it is seen that clients do not find specific market intelligence that they are looking for. Our customization will ensure that you

necessarily get the market intelligence you are looking for and we get a loyal customer.

- 15 pages of high level analysis including benchmarking strategies, best practices and the market's cash cows (BCG matrix). We conduct detailed market positioning, product positioning and competitive positioning. Entry strategies, gaps and opportunities are identified for all the stakeholders.

- Comprehensive market analysis for the following sectors:

Pharmaceuticals, Medical Devices, Biotechnology, Semiconductor and Electronics, Energy and Power Supplies, Food and Beverages, Chemicals, Advanced Materials, Industrial Automation, and Telecom and IT. We also analyze retailers and super-retailers, technology providers, and research and development (R&D) companies.

Key questions answered

- Which are the high-growth segments/cash cows and how is the market segmented in terms of applications, products, services, ingredients, technologies, and stakeholders?
- What are market estimates and forecasts; which markets are doing well and which are not?
- Where are the gaps and opportunities; what is driving the market?
- Which are the key playing fields? Which are the winning edge imperatives?
- How is the competitive outlook; who are the main players in each of the segments; what are the key selling products; what are their strategic directives, operational strengths and product pipelines? Who is doing what?

Powerful Research and analysis

The analysts working with MarketsandMarkets come from renowned publishers and market research firms, globally, adding their expertise and domain understanding. We get the facts from over 22,000 news and information sources, a huge database of key industry participants and draw on our relationships with more than 900 market research companies across the world. We, at MarketsandMarkets, are inspired to help our clients grow by providing qualitative business insights with our huge market intelligence repository.

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