

# **Transparent Display Market by Product (HUD, HMD, Digital Signage, Smart Appliance), Vertical (Retail & Hospitality, Industrial, Aerospace & Defense, Automotive & Transportation), Display Size, Resolution, Technology, and Geography - Global Forecast to 2023**

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## **Abstracts**

“Transparent display market to grow at a CAGR of 44.7% from 2018 to 2023”

The transparent display market is expected to grow from USD 408 million in 2018 to USD 2,591 million by 2023, at a CAGR of 44.7% from 2018 to 2023. The growth of this market is mainly driven by factors such as growing demand for LCD-based transparent displays and increasing use of transparent displays for HMD and HUD products. High growth in the use of OLED-based transparent display devices and high adoption of transparent displays for digital signage products are the major opportunities for the growth of the transparent display market. However, high cost associated with transparent display products restrains the growth of the market.

“LCD technology to hold a significant share of the transparent display market during the forecast period”

The transparent display market for the LCD technology is expected to account for the largest share during the forecast period, whereas OLED is expected to grow at the highest CAGR during the forecast period. The demand for OLED display technology is higher due to several advantages that OLED offers as compared to LCD display technology. OLED is actually a simpler structure than LCD, and its picture performance and form factor are also an improvement. OLED is thinner and functions well in flexible

form factors. Due to these qualities, OLED was rapidly recognized as the technology to replace LCD. Hence, OLED display technology expected to provide ample of opportunities for the transparent display market during the forecast period.

“HUD product to hold a significant share of the transparent display market by 2023”

The transparent display market for HUD products is expected to account for the largest share during the forecast period. High demand for HUDs in aerospace & defense, automotive & transportation, and industrial segments provides opportunities to the transparent display market. The use of transparent displays in HUDs is increasing to reduce the size of devices and improve power efficiency. Hence, the increasing use of HUD product in automotive & aerospace industries creates a high demand for transparent displays.

“Automotive & transportation vertical to hold a significant share of the transparent display market by 2023”

The transparent display market for automotive & transportation vertical is expected to account for the largest share in 2018. Increasing penetration of HUDs and HMDs for automotive & transportation provides ample of opportunities for the transparent display market during the forecast period. Technological advancements, as well as increasing demand for advanced safety functions, are expected to drive the market for AR-based HUDs.

“APAC to be the largest shareholder in the transparent display market by 2023”

APAC is expected to hold the largest share of the transparent display market during the forecast period. High demand for transparent display panels in South Korea, China, and Japan is a major contributor to the growth of the market. The presence of display panel manufacturers gives it a prime benefit of adopting latest technology-based display devices, which provides ample opportunities to the transparent display market.

Breakdown of the profiles of primary participants:

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

By Designation: C-Level Executives – 45%, Directors – 35%, and Others – 20%

By Region: North America – 30%, Europe – 20%, APAC – 40%, and RoW – 10%

Key players profiled in this report are as follows:

Planar Systems, Inc. (US)

Pro Display (UK)

Crystal Display Systems Ltd. (UK)

LG Electronics Inc. (South Korea)

Panasonics Corporation (Japan)

BenQ Corporation (Taiwan)

ClearLED (US)

Kent Optronics, Inc. (US)

NEC Display Solutions, Ltd. (Japan)

Universal Display Corporation (US)

## Research Coverage

This report offers detailed insights into the transparent display market, segmented based on display size, resolution, technology, product, vertical, and region. By display size, the market has been segmented into small and medium, and large. By resolution, the market has been segmented into ultra HD, full HD, HD, and others. By technology, the transparent display market has been segmented into LCD, OLED, and others. By product, the transparent display market has been segmented into HMD, HUD, digital signage, and smart appliance. By vertical, the transparent display market has been segmented into consumer, retail & hospitality, sports & entertainment, healthcare, aerospace & defense, industrial, automotive & transportation, and others. The study also forecasts the size of the market segmented on the basis of 4 main regions—North America, Europe, APAC, and RoW.

## Reasons to buy the report

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

1. This report segments the transparent display market comprehensively and provides the closest approximation of the overall, as well as segment-based, market size across different display size, resolution, technology, product, verticals, and 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 the growth of the market.
3. This report would help stakeholders understand their competitors better and gain more insights to enhance their position in the business. The competitive landscape section includes competitor ecosystem, along with the product launches and development; and partnerships, contracts, and agreement, strategies implemented by the key players in the market.

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