

# **Wearable Display Market by Product Type (Smart Bands, Smartwatches, Head-Mounted Displays), Display Technology (LED-Backlit LCD, OLED), Panel Type (Rigid, Flexible, Microdisplay), Display Size, Vertical, and Geography - Global Forecast to 2023**

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## **Abstracts**

“Increased use of flexible OLED displays in smartwatches and rising demand for OLED displays for use in smart wearable devices to drive the growth of the wearable display market”

The wearable display market is expected to be valued at USD 1.34 billion in 2018 and is expected to reach USD 3.37 billion by 2023, at a CAGR of 20.33% between 2018 and 2023. The increased use of flexible OLED displays in smartwatches, rising demand for OLED display for use in smart wearable devices, and technological shift and development of energy-efficient and high-specification display products are driving the growth of the market. However, factors such as high costs associated with new display technology-based products and high power consumption by wearable devices are restraining the growth of the market.

“Market for head-mounted displays to grow at the highest rate during the forecast period”

Increasing use of AR HMDs or smart glasses in enterprise and industry applications is expected to drive the growth of the market for OLED-based head mounted displays. Moreover, AR can be used to teach complex maintenance procedures for factory equipment—overlying animation-based instructions and reference materials directly onto the physical gear. Many AR HMD or smart glass manufacturers are expected to target the enterprise and industry segment in the coming years.

“Asia Pacific to hold the largest size of the wearable display market, and the market in this region to witness the highest growth rate during the forecast period”

The wearable display market in APAC is expected to grow at the highest rate during the forecast period owing to the presence of major display panel and brand product manufacturers in the region—companies usually launch their products or technologies in their respective regions. Early exposure to the latest display products is driving the growth of the market in APAC.

Extensive primary interviews have been conducted with key people in the industry to determine and verify the size of several segments and subsegments of the market. The breakup of the primary participants has been shown below:

By Company Type: Tier 1 – 30 %, Tier 2 – 35%, and Tier 3 – 35%

By Designation: C-Level Executives – 35%, Directors – 40%, and Others – 25%

By Region: North America – 42%, Europe – 14%, APAC – 42%, and RoW – 2%

The report also profiles the key players in the wearable display market. The prominent players profiled in this report are Samsung Electronics (South Korea), LG Display (South Korea), AU Optronics (Taiwan), Japan Display, (Japan), Sharp (Japan), BOE Technology (China), Tianma Microelectronics (China), Kopin Corporation (US), Truly Semiconductors (China), eMagin Corporation (US), Hannstar Display (Taiwan), Varitronix International (China), TCL Display Technology (China), Yunnan OLIGHTTEK (China), and Lumus Vision (Israel).

Research Coverage:

This research report categorizes the market on the basis of display technology, panel type, product type, display size (diagonal), vertical, and geography. The report also discusses major drivers, restraints, challenges, and opportunities for the market. The key market players across the value chain have been strategically profiled in the report.

Key Benefits of Buying the Report:

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

*Wearable Display Market by Product Type (Smart Bands, Smartwatches, Head-Mounted Displays), Display Technology...*

1. This report segments the wearable display market comprehensively and provides the closest market size estimation for major industry verticals across various regions.
2. The report would help stakeholders understand the pulse of the market through the information on drivers, restraints, challenges, and opportunities pertaining to the market.
3. This report would help stakeholders better understand their competitors and gain insights on ways to improve their position in the market. The competitive landscape section includes the competitor ecosystem, and product developments, partnerships, and mergers & acquisitions in the market.

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## About

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### **Major players in the Wearable Display market are:**

Samsung Electronics (South Korea)

LG Display (South Korea)

AU Optronics (Taiwan)

Japan Display (Japan)

Sharp (Japan)

BOE Technology (China)

Tianma Microelectronics (China)

Kopin Corporation (US)

Truly Semiconductors (China)

eMagin Corporation (US)

Hannstar Display (Taiwan)

### **Head-mounted displays to hold the largest share of the wearable display market**

### **throughout the forecast period**

The market for HMDs is likely to grow at a high CAGR between 2018 and 2023 due to their expected use in various upcoming applications. The major application areas of VR healthcare include game-based rehabilitation, mental and behavioral health, neurocognitive assessment and training, and virtual humans. Displays such as OLED and LCDs are increasingly being used in AR/VR devices as they offer reduced response time and better time latency compared with older technologies.

### **Market for OLED display technology to grow at a higher rate during the forecast period**

OLED display panels offer advantages such as small thin form factor, sharp color performance, and low power consumption over LCD panels. OLED-based displays also offer higher refresh rates, better viewing angle, and excellent contrast. Rising awareness about the OLED technology among consumers has prompted makers of smart wearable devices to incorporate this technology in their offerings. These factors are driving the growth of the market for OLED-based wearable displays.

### **Asia Pacific to hold the major share of the wearable display market throughout the forecast period**

Applications such as consumer electronics, industrial, healthcare, and military contribute significantly to the growth of the wearable display market in APAC. The region has become a global focal point for huge investments and business expansions. The region comprises both developed and developing countries; hence it is witnessing major changes in the adoption of new technologies and advancements. Due to the presence of a significant number of wearable display panel manufacturers in the region, there is an increasing adoption of the latest technology-based display devices in APAC.

## I would like to order

Product name: Wearable Display Market by Product Type (Smart Bands, Smartwatches, Head-Mounted Displays), Display Technology (LED-Backlit LCD, OLED), Panel Type (Rigid, Flexible, Microdisplay), Display Size, Vertical, and Geography - Global Forecast to 2023

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