

OLED Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Application (Display Panel Vs Lighting Panel), By Technology (PMOLED Vs AMOLED), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/O7759D10B08EEN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: O7759D10B08EEN

Abstracts

The Global OLED Market is projected to expand significantly, growing from USD 55.18 Billion in 2025 to USD 158.76 Billion by 2031, representing a CAGR of 19.26%. This technology leverages organic compounds that emit light when electrified, allowing for the creation of self-emissive displays that deliver deep black levels and superior contrast without the need for a backlight. The primary catalyst driving this market is the intensifying demand for energy efficiency and high visual fidelity in premium consumer electronics, which is pushing manufacturers to move away from traditional liquid crystal technologies. According to the Korea Display Industry Association, the global OLED market size was recorded at 42.4 billion dollars in 2023.

However, the prohibitive cost of manufacturing large panels remains a major obstacle to broader market expansion. The technical complexities and high expenses involved in production often lead to lower yield rates compared to established display alternatives, which restricts widespread adoption in price-sensitive sectors like budget monitors and televisions. While the technology thrives in premium segments, these economic factors limit its reach in mass-market applications.

Market Driver

A primary driver fueling industry expansion is the increasing penetration of OLED technology in laptops, tablets, and high-end IT peripherals, shifting the revenue focus from smartphones to medium-sized screens. Manufacturers are actively scaling their

production capabilities to meet the demands of premium IT devices, which require tandem-stack structures and higher refresh rates. This strategic shift is highlighted by significant capital investments; for instance, The Chosun Daily reported in March 2024 that Samsung Display confirmed a 3.1 billion dollar investment to build an 8.6-generation production facility specifically for IT OLED panels by 2026. These infrastructure improvements aim to enhance cutting efficiency and reduce costs, addressing the supply constraints that previously hindered adoption in the computing sector.

The second vital driver is the accelerated integration of OLEDs into automotive digital cockpits and infotainment systems, pushing the technology into the mobility sector. Modern software-defined vehicles are increasingly adopting p-OLED and ATO solutions to create pillar-to-pillar displays that offer design flexibility and high visibility for curved dashboards. This trend is securing long-term revenue for panel makers through direct collaboration with car manufacturers. According to a January 2024 press release, LG Display secured ten premium global automakers across Europe, North America, and Korea as clients within four years of starting mass production. Furthermore, the Korea Display Industry Association projects that the OLED segment will reach a 36.6% market share within the global display industry in 2024, underscoring the successful broadening of applications.

Market Challenge

A significant challenge impeding the Global OLED Market is the high manufacturing cost associated with producing large panels. The production process for these expansive screens involves intricate deposition layers and requires high-precision equipment, which drastically increases operational expenses. Additionally, maintaining consistent yield rates is technically difficult, as a higher frequency of defects in large panels results in substantial material waste and elevated unit costs. These economic pressures force manufacturers to maintain high price points to recover their investments, effectively alienating consumers with strict budget constraints.

Consequently, this cost barrier directly restricts the technology's penetration into price-sensitive sectors such as mass-market televisions and desktop monitors. While premium segments can absorb these costs, the broader market remains dominated by more affordable alternatives, limiting shipment volumes compared to established display technologies. According to the Korea Display Industry Association, the global OLED market size was valued at approximately 44.0 billion dollars in 2024. Despite this scale, the high expense of fabricating large panels continues to cap the potential expansion of

the market into high-volume product categories.

Market Trends

The proliferation of Micro-OLED technology, particularly OLED on Silicon (OLEDoS), is redefining the visual experience in extended reality (XR) headsets. Unlike traditional panels, these displays use silicon wafers to achieve the ultra-high pixel densities necessary for immersive applications, effectively eliminating the screen-door effect. Manufacturers are speeding up the development of RGB OLEDoS to meet the high-performance demands of next-generation spatial computing. For example, Samsung Display unveiled an RGB OLEDoS display with a pixel density of 3,500 PPI designed for XR devices in a January 2024 press release. This innovation facilitates the production of lighter, more efficient wearables with high-fidelity visuals.

Simultaneously, the emergence of transparent OLED solutions is creating new opportunities in retail signage and commercial architecture. This trend utilizes the self-emissive nature of organic diodes to create screens that function as clear glass when inactive, offering spatial integration capabilities that opaque screens cannot match. The technology is scaling to support large-scale installations in partitions and windows, seamlessly blending digital content with physical environments. In a January 2024 press release, LG Display introduced a 77-inch screen featuring 40 percent transparency, a development that enables versatile installation in commercial venues and drives adoption beyond traditional entertainment contexts.

Key Market Players

Samsung Display Co., Ltd.

LG Display Co., Ltd.

BOE Technology Group Co., Ltd.

Universal Display Corporation

Tianma Micro-electronics Co., Ltd.

AU Optronics Corporation

Japan Display Inc.

Visionox Co., Ltd.

EverDisplay Optronics Co., Ltd.

JOLED Inc.

Report Scope

In this report, the Global OLED Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

OLED Market, By Application

Display Panel

Lighting Panel

OLED Market, By Technology

PMOLED

AMOLED

OLED Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global OLED Market.

Available Customizations:

Global OLED Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL OLED MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Application (Display Panel Vs Lighting Panel)
 - 5.2.2. By Technology (PMOLED Vs AMOLED)
 - 5.2.3. By Region
 - 5.2.4. By Company (2025)

5.3. Market Map

6. NORTH AMERICA OLED MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Application

6.2.2. By Technology

6.2.3. By Country

6.3. North America: Country Analysis

6.3.1. United States OLED Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Application

6.3.1.2.2. By Technology

6.3.2. Canada OLED Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Application

6.3.2.2.2. By Technology

6.3.3. Mexico OLED Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Application

6.3.3.2.2. By Technology

7. EUROPE OLED MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Application

7.2.2. By Technology

7.2.3. By Country

7.3. Europe: Country Analysis

- 7.3.1. Germany OLED Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Application
 - 7.3.1.2.2. By Technology
- 7.3.2. France OLED Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Application
 - 7.3.2.2.2. By Technology
- 7.3.3. United Kingdom OLED Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Application
 - 7.3.3.2.2. By Technology
- 7.3.4. Italy OLED Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Application
 - 7.3.4.2.2. By Technology
- 7.3.5. Spain OLED Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Application
 - 7.3.5.2.2. By Technology

8. ASIA PACIFIC OLED MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Application
 - 8.2.2. By Technology
 - 8.2.3. By Country

- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China OLED Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Application
 - 8.3.1.2.2. By Technology
 - 8.3.2. India OLED Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Application
 - 8.3.2.2.2. By Technology
 - 8.3.3. Japan OLED Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Application
 - 8.3.3.2.2. By Technology
 - 8.3.4. South Korea OLED Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Application
 - 8.3.4.2.2. By Technology
 - 8.3.5. Australia OLED Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Application
 - 8.3.5.2.2. By Technology

9. MIDDLE EAST & AFRICA OLED MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Application
 - 9.2.2. By Technology

- 9.2.3. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia OLED Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Application
 - 9.3.1.2.2. By Technology
 - 9.3.2. UAE OLED Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Application
 - 9.3.2.2.2. By Technology
 - 9.3.3. South Africa OLED Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Application
 - 9.3.3.2.2. By Technology

10. SOUTH AMERICA OLED MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Application
 - 10.2.2. By Technology
 - 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil OLED Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Application
 - 10.3.1.2.2. By Technology
 - 10.3.2. Colombia OLED Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Application

10.3.2.2.2. By Technology

10.3.3. Argentina OLED Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Application

10.3.3.2.2. By Technology

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. GLOBAL OLED MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Samsung Display Co., Ltd.

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

- 15.2. LG Display Co., Ltd.
- 15.3. BOE Technology Group Co., Ltd.
- 15.4. Universal Display Corporation
- 15.5. Tianma Micro-electronics Co., Ltd.
- 15.6. AU Optronics Corporation
- 15.7. Japan Display Inc.
- 15.8. Visionox Co., Ltd.
- 15.9. EverDisplay Optronics Co., Ltd.
- 15.10. JOLED Inc.

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: OLED Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Application (Display Panel Vs Lighting Panel), By Technology (PMOLED Vs AMOLED), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/O7759D10B08EEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O7759D10B08EEN.html>