

Amoled Display Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Display Type (Active-Matrix Organic Light-Emitting Diode (AMOLED), Passive-Matrix Organic Light-Emitting Diode (PMOLED)), By Screen Size (Small AMOLED Displays, Medium AMOLED Displays, Large AMOLED Displays), By End-User (Smartphones and Mobile Devices, Televisions and Monitors, Wearable Electronics, Automotive Displays, Healthcare Devices, Others) By Region, By Competition, 2019-2029F

<https://marketpublishers.com/r/AF4580C2B06BEN.html>

Date: April 2024

Pages: 185

Price: US\$ 4,900.00 (Single User License)

ID: AF4580C2B06BEN

Abstracts

Global Amoled Display market was valued at USD 11.98 billion in 2023 and is projected to register a compound annual growth rate of 19.74% during the forecast period. The global Amoled Display market has witnessed significant expansion over the past decade, driven by widening adoption across multiple industry verticals. Key sectors such as manufacturing, healthcare, transportation, and logistics have recognized the importance of Amoled Display solutions in developing precise systems for capturing and analyzing operational data. Organizations have made substantial investments in advanced Amoled Display technologies to meet stringent analytical needs and enhance work efficiency. Leading providers have introduced innovative offerings with improved capabilities for wireless connectivity, real-time data visualization, and scalable data infrastructure. These innovations facilitate automated processes, generation of strategic insights, and performance monitoring recommendations.

By leveraging Amoled Display solutions, business leaders can ensure high-quality data

capture, extract optimal value from data, and streamline operations. Various sectors actively partner with specialists to develop customized solutions aligned with unique analytical requirements and strategic objectives. Furthermore, the growing emphasis on evidence-based decision making is driving demand.

The integration of technologies including IoT, sensors, and analytics platforms has revolutionized AMOLED Display capabilities. The market's ability to support end-to-end data workflows encompassing large-scale, high-quality collection will shape its long-term prospects. As needs for precise and efficient data capture and analytics rise across industries, the AMOLED Display Market is expected to maintain its positive trajectory in the coming years.

Key Market Driver

Increasing Demand for Enhanced Visual Experiences

One of the primary drivers for the AMOLED Display Market is the increasing demand for enhanced visual experiences across various industries. AMOLED displays offer vibrant colors, high contrast ratios, and deep blacks, providing users with immersive and visually appealing content. This has led to their widespread adoption in sectors such as entertainment, gaming, advertising, and digital signage. The demand for superior visual quality and engaging user experiences has fueled the growth of the AMOLED Display Market.

The proliferation of smartphones and tablets has significantly contributed to the growth of the AMOLED Display Market. Consumers are increasingly seeking devices with high-quality displays that offer vivid colors and sharp visuals. AMOLED displays, with their ability to deliver vibrant and crisp images, have become a preferred choice for mobile device manufacturers. The demand for smartphones, tablets, and wearable devices with AMOLED displays has surged, driving the growth of the market.

Another driver for the AMOLED Display Market is the growing adoption of AMOLED displays in automotive applications. As vehicles become more technologically advanced, there is a rising need for high-resolution displays that provide clear and legible information to drivers and passengers. AMOLED displays offer excellent visibility, even in bright sunlight, making them ideal for automotive applications. They are used in infotainment systems, instrument clusters, heads-up displays, and rear-seat entertainment systems, enhancing the overall driving experience. The automotive industry's focus on creating immersive and connected environments has fueled the

demand for AMOLED displays.

Advancements in Display Technology

Technological advancements in display technology have played a crucial role in driving the growth of the AMOLED Display Market. Manufacturers have made significant progress in improving the performance and efficiency of AMOLED displays, making them more appealing to consumers and businesses alike.

One of the key advancements in AMOLED display technology is the development of flexible and foldable displays. These displays offer unique form factors and enable innovative designs in smartphones, tablets, and wearable devices. The ability to bend and fold the display without compromising image quality has opened up new possibilities for device manufacturers. The demand for flexible and foldable displays has surged, driving the growth of the AMOLED Display Market.

AMOLED displays have witnessed significant improvements in resolution and pixel density, resulting in sharper and more detailed visuals. Higher resolution displays offer a more immersive viewing experience, making them desirable for applications such as virtual reality (VR) and augmented reality (AR). The demand for high-resolution AMOLED displays in gaming, entertainment, and professional applications has contributed to the growth of the market.

Growing Adoption in Emerging Applications

The AMOLED Display Market has experienced growth due to its increasing adoption in emerging applications across various industries. As businesses explore new avenues and technologies, the demand for AMOLED displays in these applications has surged.

AMOLED displays are being increasingly used in healthcare and medical devices, such as patient monitoring systems, diagnostic equipment, and surgical displays. These displays offer high-quality visuals, accurate color reproduction, and wide viewing angles, enabling healthcare professionals to make precise diagnoses and provide effective treatment. The demand for AMOLED displays in the healthcare sector is expected to grow as the industry continues to embrace digitalization and advanced medical technologies.

The rise of smart home automation systems has created a demand for visually appealing and intuitive displays. AMOLED displays are being integrated into smart home devices, such as smart thermostats, security systems, and home entertainment

systems, to provide users with a seamless and interactive experience. The demand for AMOLED displays in smart home automation is expected to increase as more consumers adopt connected home technologies.

The AMOLED Display Market is being driven by the increasing demand for enhanced visual experiences, advancements in display technology, and the growing adoption in emerging applications. As industries continue to prioritize superior visual quality, technological advancements, and innovative applications, the AMOLED Display Market is expected to witness sustained growth in the coming years...

Key Market Challenges

High Production Costs

One of the key challenges faced by the AMOLED Display Market is the high manufacturing costs associated with AMOLED panel production. Unlike LCD screens, AMOLED displays require more complex fabrication processes that involve depositing thin film transistors on glass or plastic substrates. This thin film encapsulation technology makes the production of AMOLED panels a highly technical endeavor.

The additional steps such as vapor deposition of organic material layers and sealing of panels increase costs. Moreover, AMOLED displays have a lower manufacturing yield compared to LCD screens due to the involvement of more precise processes and materials. The costs associated with scrapping non-functional panels also add to the expenses.

Higher costs have restricted the mass adoption of AMOLED screens, especially in applications that are price-sensitive. Manufacturers need substantial investments in production facilities and equipment to mass produce cost-efficient AMOLED panels. While economies of scale may help lower costs over time, high manufacturing expenditures remain a challenge curbing the growth potential of the AMOLED Display Market.

Issues with Durability and Lifespan

Another challenge faced by the AMOLED Display Market is the limited lifespan and durability issues associated with these screens. Unlike LCD panels, AMOLED displays are more prone to burn-in effects where ghost images become permanently etched on the screen.

This is a result of the organic material layers degrading faster due to continuous usage over time. The self-emissive nature of each pixel also makes AMOLED screens more susceptible to retention where the color or brightness of pixels gets permanently altered.

Moreover, the plastic substrates and thin film encapsulation technology used in AMOLED manufacturing can reduce the scratch resistance and breakage threshold of these displays. With prolonged use, the plastic layers may become brittle and crack more easily.

While manufacturers are working on solutions through improved materials and design techniques, the inherent technical limitations continue to restrict the widespread adoption of AMOLED screens, especially in applications that require ruggedness and longevity. Addressing issues relating to lifespan and durability remains a challenge for the long-term prospects of this market...

Key Market Trends

Increasing Demand for High Refresh Rate AMOLED Displays

The AMOLED Display Market is witnessing a significant trend towards high refresh rate displays. Refresh rate refers to the number of times a display updates its content per second, measured in Hertz (Hz). Higher refresh rates result in smoother motion and improved visual clarity, making them particularly desirable for gaming, virtual reality (VR), and augmented reality (AR) applications.

Gaming: With the growing popularity of competitive gaming, there is a rising demand for AMOLED displays with refresh rates of 120Hz or even 144Hz. These high refresh rates provide a more responsive and fluid gaming experience, reducing motion blur and input lag.

VR and AR: Immersive technologies like VR and AR heavily rely on high refresh rate displays to deliver a seamless and realistic experience. AMOLED displays with refresh rates of 90Hz or higher are becoming increasingly common in VR headsets and AR glasses, enhancing the sense of presence and reducing motion sickness.

Integration of AMOLED Displays in Foldable Devices

The integration of AMOLED displays in foldable devices is a growing trend in the market. Foldable smartphones and tablets offer users the flexibility of a larger screen size when

needed, while still maintaining portability when folded. AMOLED displays are well-suited for this form factor due to their thinness, flexibility, and ability to deliver vibrant colors and high contrast.

Foldable Smartphones: Major smartphone manufacturers have introduced foldable devices with AMOLED displays, allowing users to unfold their devices into a larger tablet-like screen. This trend offers enhanced multitasking capabilities and a more immersive viewing experience.

Foldable Tablets: AMOLED displays are also being integrated into foldable tablets, providing users with the convenience of a compact device that can be expanded into a larger screen for productivity or entertainment purposes.

Growing Demand for Energy-Efficient AMOLED Displays

Energy efficiency is a significant trend in the AMOLED Display Market, driven by the increasing focus on sustainability and the need for longer battery life in portable devices. AMOLED displays have inherent advantages in power consumption compared to traditional LCD displays, as they only illuminate the pixels that are required, resulting in deeper blacks and lower power consumption.

Smartphones and Wearables: With the growing reliance on smartphones and wearables in our daily lives, there is a strong demand for devices with longer battery life. AMOLED displays enable manufacturers to optimize power consumption, extending the usage time between charges.

Automotive Displays: The automotive industry is also embracing energy-efficient AMOLED displays for infotainment systems and instrument clusters. These displays offer high visibility and reduced power consumption, contributing to overall energy efficiency in vehicles.

As the market continues to evolve, these trends in high refresh rate displays, foldable devices, and energy efficiency are expected to shape the future of the AMOLED Display Market, catering to the evolving needs of consumers and industries.

Segmental Insights

By Display Type Insights

The Active-Matrix Organic Light-Emitting Diode (AMOLED) segment dominated the Amoled Display Market in 2023 and is expected to maintain its dominance during the forecast period. AMOLED displays have gained significant traction due to their superior performance and versatility across various applications. These displays consist of a thin-film transistor (TFT) backplane that controls the flow of current to each individual pixel, resulting in precise control over brightness and color accuracy. AMOLED displays offer several advantages over Passive-Matrix Organic Light-Emitting Diode (PMOLED) displays, including faster response times, higher resolution, wider viewing angles, and better energy efficiency.

In 2023, the dominance of the AMOLED segment can be attributed to its widespread adoption in smartphones, tablets, and televisions. The vibrant colors, deep blacks, and high contrast ratios provided by AMOLED displays have made them highly sought after by consumers. Additionally, the flexibility of AMOLED technology has enabled the development of curved and flexible displays, further enhancing the visual experience and design possibilities for manufacturers.

Looking ahead, the AMOLED segment is expected to maintain its dominance in the Amoled Display Market during the forecast period. This can be attributed to the continuous advancements in AMOLED technology, such as the introduction of higher refresh rates, improved pixel densities, and the integration of advanced features like HDR (High Dynamic Range) and variable refresh rates. The demand for AMOLED displays is expected to remain strong in various industries, including consumer electronics, automotive, healthcare, and advertising.

The increasing adoption of AMOLED displays in emerging technologies like virtual reality (VR), augmented reality (AR), and wearable devices is expected to drive the growth of this segment. The ability of AMOLED displays to provide immersive and high-quality visuals is crucial for delivering an exceptional user experience in these applications.

In conclusion, the AMOLED segment dominated the Amoled Display Market in 2023 and is poised to maintain its dominance during the forecast period. The superior performance, flexibility, and advancements in AMOLED technology make it the preferred choice for various industries and applications, ensuring its continued market dominance in the coming years.

By Screen Size Insights

The Small AMOLED Displays segment, typically used for smartphones and wearables, dominated the AMOLED Display Market in 2023 and is expected to maintain its dominance during the forecast period. The widespread adoption of smartphones and the growing popularity of wearable devices have been key drivers for the dominance of this segment. Small AMOLED displays offer high pixel density, vibrant colors, and excellent contrast ratios, providing an immersive visual experience for users. Additionally, the compact size and flexibility of AMOLED technology make it ideal for integration into smartphones and wearables, enabling manufacturers to design sleek and lightweight devices. The demand for smartphones with larger screens and the increasing adoption of smartwatches and fitness trackers further contribute to the dominance of the Small AMOLED Displays segment. Looking ahead, the segment is expected to maintain its dominance as the smartphone market continues to grow and wearable devices become more prevalent. The advancements in AMOLED technology, such as improved power efficiency and higher resolutions, will further drive the demand for Small AMOLED Displays in the forecast period. Moreover, the integration of AMOLED displays in emerging technologies like foldable smartphones and augmented reality glasses is expected to fuel the growth of this segment. Overall, the Small AMOLED Displays segment is poised to maintain its dominance in the AMOLED Display Market, catering to the evolving needs of consumers in the smartphone and wearable device markets.

Regional Insights

Asia Pacific dominated the AMOLED Display Market in 2023 and is expected to maintain its dominance during the forecast period. The region's dominance can be attributed to several factors. Firstly, Asia Pacific is home to some of the largest consumer electronics manufacturers and technology hubs, including South Korea, China, and Japan. These countries have a strong presence in the global smartphone and television markets, driving the demand for AMOLED displays. Additionally, the region has a large population with a growing middle class, leading to increased consumer spending on electronic devices. The popularity of smartphones and the rising adoption of smart TVs in countries like China and India have further fueled the demand for AMOLED displays. Moreover, Asia Pacific has witnessed significant investments in research and development activities related to display technologies, leading to advancements in AMOLED technology and manufacturing capabilities. The presence of a robust supply chain and manufacturing infrastructure in the region has also contributed to its dominance in the AMOLED Display Market. Furthermore, the increasing penetration of 5G technology in Asia Pacific is expected to drive the demand for high-quality displays, including AMOLED displays, as 5G enables faster data speeds and enhances the overall

user experience. The region's dominance is further supported by the growing demand for AMOLED displays in emerging applications such as automotive displays, virtual reality (VR), and augmented reality (AR). As Asia Pacific continues to be a key hub for technological innovation and consumer electronics, it is expected to maintain its dominance in the AMOLED Display Market in the coming years.

Key Market Players

Samsung Electronics Co., Ltd.

LG Display Co., Ltd.

BOE Technology Group Co., Ltd

Tianma Europe GmbH

Innolux Corporation

Zebra Technologies Corporation

Beckhoff Automation GmbH Co. KG

Esterline Technologies Corporation

Everdisplay Optronics Shanghai Co Ltd

Microtips Technology LLC

Report Scope:

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

AMOLED Display Market, By Display Type:

oActive-Matrix Organic Light-Emitting Diode (AMOLED)

oPassive-Matrix Organic Light-Emitting Diode (PMOLED)

Amoled Display Market,By Screen Size:

- oSmall AMOLED Displays

- oMedium AMOLED Displays

- oLarge AMOLED Displays

Amoled Display Market,By End-User:

- oSmartphones and Mobile Devices

- oTelevisions and Monitors

- oWearable Electronics

- oAutomotive Displays

- oHealthcare Devices

- oOthers

Amoled Display Market, By Region:

- oNorth America

 - United States

 - Canada

 - Mexico

- oEurope

 - France

 - United Kingdom

Italy

Germany

Spain

oAsia-Pacific

China

India

Japan

Australia

South Korea

oSouth America

Brazil

Argentina

Colombia

oMiddle East Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Amoled Display Market.

Available Customizations:

Global Amoled Display Market report with the given market data, Tech Sci 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).

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14.10.4.Key Personnel/Key Contact Person

14.10.5.Key Product/Services Offered

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