

OLED Panel Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-10-15 | 139 pages | IMARC Group

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Report description:

Market Overview:

The global OLED panel market size reached US\$ 35.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 71.0 Billion by 2028, exhibiting a growth rate (CAGR) of 12.2% during 2023-2028.

Organic light-emitting diode (OLED) panels are manufactured from organic materials that emit light when electricity is applied. They comprise a substrate, backplane, frontplane, and encapsulation layer to avoid oxygen and moisture. They are efficient, thinner, and flexible due to the elimination of backlights and filters compared to liquid-crystal display (LCD) panels. They offer superior viewing angles, fast response time, and small size form factors. As they provide enhanced image quality, bright colors, fast motion, and high contrast, OLED panels are currently widely used on televisions (TVs), smartphones, handheld game consoles, computer monitors, and personal digital assistants (PDAs).

OLED Panel Market Trends:

At present, the growing demand for OLED televisions among the masses due to various advantages with viewing angles and black levels represents one of the key factors driving the market. Besides this, the rising utilization of OLED panels in manufacturing enhanced and foldable smartphones across the globe is contributing to the growth of the market. In addition, key market players are extensively investing in research and development (R&D) activities to install transparent OLED display panels as digital screens. They are also focusing on incorporating active-matrix organic light-emitting diode (AMOLED) panels in their products, which is positively influencing the market. Moreover, the growing demand for consumer electronics, such as computers, laptops, smartphones, tablets, gaming consoles, wearables, digital cameras, and virtual reality (VR) and augmented reality (AR) devices, is offering a positive market outlook. Apart from this, the rising awareness among the masses about the benefits of OLED displays, such as energy-efficient, sunlight-readable, and easier recycling process, compared to liquid-crystal display (LCDs) panels is offering lucrative growth opportunities to industry investors.

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Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global OLED panel market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, technology, size and end user.

Breakup by Type:

- Flexible
- Rigid
- Transparent

Breakup by Technology:

- PMOLED Display
- AMOLED Display

Breakup by Size:

- Small-sized OLED Panel
- Medium-sized OLED Panel
- Large-sized OLED Panel

Breakup by End User:

- Mobile and Tablet
- Television
- Automotive
- Wearable
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
 - Australia
 - Indonesia
 - Others
- Europe
 - Germany
 - France

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United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being BOE Technology Group Co. Ltd., Innolux Corporation, Koninklijke Philips N.V., LG Display (LG Electronics Inc.), OSRAM OLED GmbH (OSRAM GmbH), Raystar Optronics Inc., RITEK Corporation, Samsung Display Co. Ltd. (Samsung Electronics Co., Ltd.), Sony Group Corporation, Universal Display Corporation, Visionox Co. Ltd, Winstar Display Co. Ltd. and WiseChip Semiconductor Inc.

Key Questions Answered in This Report

1. What was the size of the global OLED panel market in 2022?
2. What is the expected growth rate of the global OLED panel market during 2023-2028?
3. What are the key factors driving the global OLED panel market?
4. What has been the impact of COVID-19 on the global OLED panel market?
5. What is the breakup of the global OLED panel market based on the type?
6. What is the breakup of the global OLED panel market based on the technology?
7. What is the breakup of the global OLED panel market based on size?
8. What are the key regions in the global OLED panel market?
9. Who are the key players/companies in the global OLED panel market?

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