

Display Driver - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Display Driver Market is expected to register a CAGR of 7.3% during the forecast period.

Key Highlights

- The display driver is mainly a semiconductor integrated circuit that provides an interface function between a microprocessor, microcontroller, ASIC, or general-purpose peripheral interface. These are primarily used in peripheral display devices, such as smartwatches, laptops, monitors, smartphones, tablets, TVs, and automotive displays. Factors such as growing demand for OLED and flexible displays for mobile and tablet devices and rapid adoption of smart wearables and AR/VR devices are increasing the number of display manufacturers and, therefore, driving the display driver globally.
- The market is driven by innovations catering to various end-user verticals. For instance, in February 2021, Solomon Systech Limited launched the SSD7317, the touch and Display Driver Integration ("TDDI") IC for targeted use in smart home products. The innovation is now positioned to raise the bar for product user experience. The SSD7317 combines touch and display microelectronics into a single chip for use in PMOLED (Passive Matrix OLED) panels, commonly used in smart home appliances, wearables, and healthcare equipment.
- Also, in May 2022, Nvidia issued a security bulletin informing customers of a new software security upgrade for the Nvidia GPU display driver. The update corrects security flaws in previous driver versions that could result in "denial of service, information exposure, or data tampering."
- The display driver market is promptly driven by the development of the smartphone market around the world. Smartphones offer high quality and performance and act like a computer by providing real-time information, and have thus become an integral part of human lives. A short life span due to the upgradation of technology rapidly forces significant players to invest in research to develop and differentiate their offerings with advanced functionality.
- Moreover, the 5G network will offer high speed to download full-length movies in seconds and will spike the demand for 5

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G-enabled smartphones. Hence, companies are investing in developing and designing phones with higher resolution and increased memory capacity so that people can download or play video games on full-sized consoles.

- The spread of COVID-19 across the globe has hit the smartphone industry significantly. The majority of countries are under lockdown, which halted manufacturing activities in almost all countries. In China, the outbreak is under control, and smartphone factories are ramping up production aggressively.

Display Driver Market Trends

OLED Display Technology Drive the Market Growth

- The OLED display driver market is expected to grow significantly during the forecast period, increasing demand for high-performance display driver ICs and driving the market to increase growth. Because of their rising usage in smart devices such as smartphones, wearables (smartwatches, AR/VR HMDs), and smart TVs, OLED and flexible displays are rising in the display industry.
- The display driver market is promptly driven by the development of the smartphone market around the world. Smartphones offer high quality and performance and act like a computer by providing real-time information. They became an integral part of human lives. A short life span due to the upgradation of technology at a rapid speed is forcing major players to invest in research to develop and differentiate their offerings with advanced functionality.
- For instance, Samsung officially launched its much-awaited 'Samsung Galaxy Z Fold 3' smartphone in August 2021, which defies the category with a 7.6-inch Dynamic AMOLED 2X display (active-matrix organic light-emitting diode). The foldable display allows users to transform it into a tablet-like device.
- The market is expanding due to rising demand for OLED and flexible displays, the adoption of high-cost, advanced display drivers, and the expansion of the automotive display market. The market for display driver ICs is growing due to the increased use of 4K and 8K televisions, the availability of UHD content, and the rising role of DDICs in individual components and single integration chips.
- With qualities including a simple-cum-elegant structure, Flexible form factors, color depth, and a high contrast ratio, OLED display technology has increased in popularity in recent years. OLED displays are rapidly penetrating the display ecosystem, which is fueling the growth of the OLED display driver Market.
- According to Consumer Technology Association forecasts released in January 2022, it is anticipated that the United States will have a USD 1.7 billion increase in the sales value of smartphones sold in 2022 and will reach USD 74.7 billion.

China is Expected to Dominate the Asia Pacific Market Over the Forecast Period

- The display driver market in China is developing with respect to increasing sales of consumer electronics, rising demand for 3D and high-definition pictures, increase in demand for digital signage for media & advertising, rising demand for wearable gadgets, and increasing sales of display products in automotive.
- The major market players are investing vast sums in enhancing their production facilities, primarily to mass-produce products, catering to the increasing demand. For instance, In June 2022, Novatek Microelectronics, a Display driver IC company, expanded its product portfolio. The company has diversified its offerings to include SoCs, LCD timing controller (T-Con) chips, and power management ICs while expanding the target markets of its DDIs to include automotive and VR/AR product segments. Novatek is gearing up for a rise in demand for automotive and VR/AR-related display products requiring high-speed transmission and low power.
- The automotive sector in China is boosted due to the quick adoption of electric cars and increased customer spending power.

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Market players are strategically performing partnerships and mergers in order to enhance their product portfolio. For instance, In June 2022, Volvo cars announced a partnership with Epic Games to introduce photorealistic visualization technology in its next generation of electric vehicles. The company will use epic Games' unreal engine. The partnership will offer infotainment displays that will have sharper rendering, richer colors, and 3D animations.

- Advancements in material technologies are driving the development of new applications of flexible electronics. Flexible displays are expected to account for a significant share of the market demand and revenues over and beyond the forecast period.
- For instance, in November 2021, Visionox Technology Inc, a China-based display panel supplier, announced that it would launch medium-size display products like laptops, tablets, and vehicle-mounted screens with a focus on AMOLED technology, owing to the increasing demand for flexible displays.

Display Driver Industry Overview

The Display Driver Market is consolidated as it is dominated by major players like Mediatek, Fitipower Integrated Technology, Rohm Semiconductor, Novatek Microelectronics, Synaptics, Himax Technologies, and Silicon. These major players, with a prominent share in the market, are focusing on expanding their customer base across foreign countries. These companies leverage strategic collaborative initiatives to increase their market share and profitability.

- August 2022 - MediaTek announced the launch of the T830 platform for 5G CPE devices, including fixed wireless access routers and mobile hotspots. The T830 platform helps operators to deliver 5G speeds up to 7Gbps using the sub-6GHz cellular infrastructure. The platform includes an integrated 3D GPU with a display driver.
- January 2022 - Magnachip Semiconductor Corp is developing an OLED driver integrated circuit (DDIC) for automotive displays. The OLED DDIC is based on the 40nm process technology, designed for center stack displays and instrument cluster displays. The company plans to supply the new product to premium European car manufacturers in the first half of 2023.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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