World Organic LED Market Opportunities and Forecasts, 2014 - 2020

Description: OLED also known as organic light emitting diode is a flat light emitting technology developed by placing thin organic film between two conductors. OLED technology is garnering more acceptance among end users as it is thinner, brighter, lightweight, power efficient and offers higher contrast compared to LCDs. OLEDs offer wide viewing angles, faster response times, higher contrast ratios and more saturated colors to enhance viewing experience of end users. OLED is one of the most promising display and lighting technologies that has the capability of offering power efficiency lighting and is superior compared to the fluorescent tubes and incandescent bulbs. OLED technology helps end user to create flexible display and lighting panels. OLEDs are more expensive than LED and LCD products. However, price of these products would decrease gradually once the products get more acceptance among the end users.

Various emerging and developed economies around the world are working towards switching to energy efficient lighting solutions. Experts have predicted that OLED technology would meet the required performance and pricing targets, which would facilitate smooth transition from conventional to efficient lighting solutions. Moreover, government and industry funding for R&D is expected to boost the process of addressing the technological challenges of the world OLED lighting solution.

The report segments the OLED market based on application, display type, applications of OLED display panel, OLED lighting end users and geography. Based on application, the OLED market is segmented into display and lighting. Based on display type, the world OLED display market is segmented into AMOLED and PMOLED. Television and monitors, smartphone, notebooks and tablets, automotive and others are the major application areas of OLED display. Based on end users, the world OLED lighting market is segmented into commercial, residential and industrial. Further, by geography the market is segmented into North America, Europe, Asia-Pacific and LAMEA (Latin America, Middle East and Africa).


Key Benefits:
- The study provides an in-depth analysis of the OLED market with current and future trends to elucidate the imminent investment pockets in the market
- Current and future trends adopted by the key market players are highlighted to determine overall competitiveness of the market
- Porters Five Forces analysis and SWOT analysis of the key market players are provided to illustrate the business strategies adopted by buyers and suppliers
- The report provides information regarding key drivers, restraints and opportunities with their impact analysis for the forecast period
- Various operating segments of the OLED market are carefully analyzed to measure the potential of the emerging market
- The quantitative analysis of the market through 2014-2020 is provided to elaborate the market potential

OLED Market Segments

The market is segmented based on application, OLED display type, OLED display application, OLED lighting market by end users and geography.

BY APPLICATION
- Display
- Lighting

BY TYPE
- PMOLED
- AMOLED
BY APPLICATION
- Television and Monitors
- Smartphones
- Notebooks and Tablets
- Automotive
- Others

BY END USERS
- Commercial
- Residential
- Industrial

BY GEOGRAPHY
- North America
- Europe
- Asia Pacific
- LAMEA

KEY PLAYERS
- LG Electronics Inc.
- Koninklijke Philips N.V.
- OSRAM GmbH
- Samsung Electronics Co., Ltd.
- Panasonic Corporation
- Novaled GmbH
- Au Optronics Corp
- E. I. du Pont de Nemours and Company
- Cambridge Display Technology Limited
- Universal Display Corporation

Contents:
CHAPTER 1 INTRODUCTION
1.1 Report description
1.1 Key benefits
1.2 Key market segments
1.3 Research methodology
1.3.1 Secondary research
1.3.2 Primary research
1.3.3 Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY
2.1 CXO Perspective

CHAPTER 3 MARKET OVERVIEW
3.1 Market definition and scope
3.2 Key findings
3.2.1 Top factors impacting the market
3.2.2 Top investment pockets of organic LED market
3.2.3 Top winning strategies

3.3 Porters five force analysis
3.3.1 Lack of raw material suppliers in the market, threat of backward integration and relatively new technology moderates the bargaining power of supplier
3.3.2 Low switching cost, capability of backward integration and presence of numerous players in market increases the bargaining power of buyer
3.3.3 Mature and developed market of LED can act as major substitute for the developing OLED market
3.3.4 Low threat of new entrants
3.3.5 High intersegment rivalry

3.4 Value chain analysis
3.5 Market Share Analysis, 2014
3.6 Drivers
3.6.1 Highly efficient
3.6.2 Lower consumption of power
3.6.3 Enhanced picture quality
3.6.4 Durable and light in weight

3.7 Restraints
3.7.1 Cost
3.7.2 Technological limitations
3.7.3 Lack of awareness

3.8 Opportunity
3.8.1 Increasing demand for eco-friendly lighting solutions

CHAPTER 4 WORLD ORGANIC LED MARKET BY APPLICATION, 2014-2020, $ MILLION
4.1 Display
4.1.1 Key market trends
4.1.2 Competitive scenario
4.1.3 Key growth factors and opportunities
4.1.4 Market size and forecast

4.2 Lighting
4.2.1 Key market trends
4.2.2 Competitive scenario
4.2.3 Key growth factors and opportunities
4.2.4 Market size and forecast

CHAPTER 5 WORLD ORGANIC LED DISPLAY MARKET BY TYPE, 2014 2020 $MILLION
5.1 PMOLED
5.1.1 Key market trends
5.1.2 Competitive scenario
5.1.3 Key growth factors and opportunities
5.1.4 Market size and forecast

5.2 AMOLED
5.2.1 Key market trends
5.2.2 Competitive scenario
5.2.3 Key growth factors and opportunities
5.2.4 Market size and forecast
CHAPTER 6 WORLD ORGANIC LED DISPLAY MARKET BY APPLICATION, 2014-2020 $MILLION

6.1 Television and monitors
6.1.1 Market size and forecast

6.2 Smartphones
6.2.1 Market size and forecast

6.3 Laptops and Tablets
6.3.1 Market size and forecast

6.4 Automotive
6.4.1 Market size and forecast

6.5 Others (Wearable, Displays and Others)
6.5.1 Market size and forecast

CHAPTER 7 WORLD ORGANIC LED LIGHTING MARKET BY END USERS, 2014-2020 $MILLION

7.1 Commercial
7.1.1 Market size and forecast

7.2 Residential
7.2.1 Market size and forecast

7.3 Industrial
7.3.1 Market size and forecast

CHAPTER 8 WORLD ORGANIC LED MARKET BY GEOGRAPHY, 2014-2020 $MILLION

8.1 North America
8.1.1 Key market trends
8.1.2 Key growth factors and opportunities
8.1.3 Market size and forecast

8.2 Europe
8.2.1 Key market trends
8.2.2 Key growth factors and opportunities
8.2.3 Market size and forecast

8.3 Asia Pacific
8.3.1 Key market trends
8.3.2 Key growth factors and opportunities
8.3.3 Market size and forecast

8.4 LAMEA
8.4.1 Key market trends
8.4.2 Key growth factors and opportunities
8.4.3 Market size and forecast
CHAPTER 9 COMPANY PROFILES

9.1 LG Electronics Inc.
9.1.1 Company overview
9.1.2 Business performance
9.1.3 Key strategies and developments
9.1.4 SWOT analysis of LG Electronics Inc.

9.2 Koninklijke Philips N.V.
9.2.1 Company overview
9.2.2 Business performance
9.2.3 Key strategies and developments
9.2.4 SWOT analysis of Koninklijke Philips N.V.

9.3 Osram GmbH
9.3.1 Company overview
9.3.2 Business performance
9.3.3 Key strategies and developments
9.3.4 SWOT analysis of Osram GmbH

9.4 Samsung Electronics Co., Ltd.
9.4.1 Company overview
9.4.2 Business performance
9.4.3 Key strategies and developments
9.4.4 SWOT analysis of Samsung Electronics Co. Ltd.

9.5 Panasonic Corporation
9.5.1 Company overview
9.5.2 Business performance
9.5.3 Key strategies and developments
9.5.4 SWOT analysis of Panasonic Corporation.

9.6 Novaled GmbH
9.6.1 Company overview
9.6.2 Key strategies and developments
9.6.3 SWOT analysis of Novaled GmbH

9.7 Au Optronics Corp.
9.7.1 Company overview
9.7.2 Business performance
9.7.3 Key strategies and developments
9.7.4 SWOT analysis of Au Optronics Corp.

9.8 E. I. du Pont de Nemours and Company
9.8.1 Company overview
9.8.2 Business performance
9.8.3 Key strategies and developments
9.8.4 Swot Analysis Of E. I. Du Pont De Nemours And Company

9.9 Cambridge Display Technology Limited
9.9.1 Company overview
9.9.2 Key strategies and developments
9.9.3 SWOT analysis of Cambridge Display Technology Limited.
9.10 Universal Display Corporation

9.10.1 Company overview
9.10.2 Business performance
9.10.3 Key strategies and developments
9.10.4 SWOT analysis of Universal Display Corporation

List of Tables
Table 1 World Organic Led Market Revenue By Geography, 2014-2020 ($Million)
Table 2 World Organic Led Market Revenue By Application, 2014-2020 ($Million)
Table 3 World Organic Led Display Market Revenue By Geography, 2014-2020 ($Million)
Table 4 World Organic Led Lighting Market Revenue By Geography, 2014-2020 ($Million)
Table 5 World Organic Led Display Market Revenue By Type, 2014-2020 ($Million)
Table 6 World Pmoled Display Market Revenue By Geography, 2014-2020 ($Million)
Table 7 World Amoled Display Market Revenue By Geography, 2014-2020 ($Million)
Table 8 World Organic Led Display Market Revenue By Application, 2014-2020 ($Million)
Table 9 World Television And Monitors Organic Led Display Market Revenue By Geography, 2014-2020 ($Million)
Table 10 World Smartphones Organic Led Display Market Revenue By Geography, 2014-2020 ($Million)
Table 11 World Laptop And Tablet Organic Led Display Market Revenue By Geography, 2014-2020 ($Million)
Table 12 World Automobile Organic Led Display Market Revenue By Geography, 2014-2020 ($Million)
Table 13 World Others Organic Led Display Market Revenue By Geography, 2014-2020 ($Million)
Table 14 World Organic Led Lighting Market Revenue By End Users, 2014-2020 ($Million)
Table 15 World Commercial Organic Led Lighting Market Revenue By Geography, 2014-2020 ($Million)
Table 16 World Residential Organic Led Lighting Market Revenue By Geography, 2014-2020 ($Million)
Table 17 World Industrial Organic Led Lighting Market Revenue By Geography, 2014-2020 ($Million)
Table 18 World Organic Led Market Revenue By Geography, 2014-2020 ($Million)
Table 19 North America Organic Led Market Revenue By Application, 2014-2020 ($Million)
Table 20 Europe Organic Led Market Revenue By Application, 2014-2020 ($Million)
Table 21 Asia-Pacific Organic Led Market Revenue By Application, 2014-2020 ($Million)
Table 22 LAMEA Organic Led Market Revenue By Application, 2014-2020 ($Million)
Table 23 LG Electronics Inc. Snapshot
Table 24 Koninklijke Philips N.V. Snapshot
Table 25 Osram Gmbh. Snapshot
Table 26 Samsung Electronics Co. Ltd. Snapshot
Table 27 Panasonic Corporation. Snapshot
Table 28 Novaled Gmbh Snapshot
Table 29 Au Optronics Corp. Snapshot
Table 30 E. I. Du Pont De Nemours And Company Snapshot
Table 31 Cambridge Display Technology Limited Snapshot
Table 32 Universal Display Corporation Snapshot

List of Figures
Fig. 1 Top Impacting Factors
Fig. 2 Top Investment Pockets
Fig. 3 Top Wining Strategies
Fig. 4 Porters Five Force Analysis
Fig. 5 Value Chain Analysis
Fig. 6 Market Share Analysis, (2014)
Fig. 7 Basic Structure Of Pmoled
Fig. 8 Revenue Of LG Electronics, 2012-2014, $ Million
Fig. 9 Revenue Of LG Electronics By Business Segment (%), 2014
Fig. 10 Revenue Of LG Electronics By Geography (%), 2014
Fig. 11 Swot Analysis Of LG Electronics Inc.
Fig. 12 Revenue Of Koninklijke Philips N.V., 2012-2014, $ Million
Fig. 13 Revenue Of Koninklijke Philips N.V., By Business Segment (%), 2014
Fig. 14 Revenue Of Koninklijke Philips N.V., By Geography (%), 2014
Fig. 15 Swot Analysis Of Koninklijke Philips N.V.
Fig. 16 Revenue Of Osram Gmbh, 2012-2014, $ Million
Fig. 17 Revenue Of Osram Gmbh, By Business Segment (%), 2014
Fig. 18 Revenue Of Osram Gmbh, By Geography (%), 2014
Fig. 19 Swot Analysis Of Osram Gmbh
Fig. 20 Revenue Of Samsung Electronics Co. Ltd., 2012-2014, $ Million
Fig. 21 Revenue Of Samsung Electronics Co. Ltd., By Business Segment (%), 2014
Fig. 22 Revenue Of Samsung Electronics Co. Ltd., By Geography (%), 2014
Fig. 23 Swot Analysis Of Samsung Electronics Co. Ltd.
Fig. 24 Revenue Of Panasonic Corporation., 2013-2015, $ Million
Fig. 25 Revenue Of Panasonic Corporation., By Business Segment (%), 2015
Fig. 26 Swot Analysis Of Panasonic Corporation.
Fig. 27 Swot Analysis Of Novaled Gmbh
Fig. 28 Revenue Of Au Optronics Corp., 2012-2014, $ Million
Fig. 29 Swot Analysis Of Au Optronics Corp.
Fig. 30 Revenue Of E. I. Du Pont De Nemours And Company, 2012-2014, $ Million
Fig. 31 Revenue Of E. I. Du Pont De Nemours And Company, By Geography (%), 2014
Fig. 32 Revenue Of E. I. Du Pont De Nemours And Company, By Business Segment (%), 2014
Fig. 33 Swot Analysis Of E. I. Du Pont De Nemours And Company
Fig. 34 Swot Analysis Of Cambridge Display Technology Limited
Fig. 35 Revenue Of Universal Display Corporation, 2012-2014, $ Million
Fig. 36 Revenue Of Universal Display Corporation, By Business Segment (%), 2014
Fig. 37 Revenue Of Universal Display Corporation, By Geography (%), 2014
Fig. 38 Swot Analysis Of Universal Display Corporation

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3512796/](http://www.researchandmarkets.com/reports/3512796/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: World Organic LED Market Opportunities and Forecasts, 2014 - 2020
Web Address: http://www.researchandmarkets.com/reports/3512796/
Office Code: SCBR2BNP

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4740</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 5910</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 8250</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp