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

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