Global Automotive OLED Market 2015-2019

Description: Market outlook of automotive OLEDs

OLED lighting is an expensive technology to incorporate, and thereby it is likely to be introduced only in high-end models. The market research analysts predict the global automotive OLED market to grow at a CAGR of over 14% until 2019.

The global automotive OLED market is still in its nascent stage of growth, and it is expected witness exponential demand during the forecast period. However, OLED displays have several issues, especially concerning their short lifespan and high initial manufacturing costs. Despite this, OLED displays are advanced, and when produced on a massive scale they can be priced competitively.

Market segmentation of the global automotive OLED market by application

- Exterior lighting
- Interior lighting

OLED is predominantly used in interior lighting, and this trend is likely to continue during the forecast period. The feasibility of OLED for external automotive applications is a key concern for this market, and it likely to adversely impact the growth of automotive OLEDs in this segment.

Geographical segmentation of the global automotive OLED market

- APAC
- Americas
- EMEA

The European Union has taken a decision to support a number of projects by collaborating with major OLED manufacturers. One of the recent projects initiated in the region promotes the development of a robust supply chain for OLED manufacturing on flexible substrates. These initiatives are predicted to boom the market demand for OLEDs in the EMEA region over the next four years.

Leading vendors analyzed in the report

- Astron FIAMM
- LG
- OSRAM
- Royal Philips

The other prominent and potential vendors of this market include GE, Konica Minolta, Nippon Seiki, Winstar, and Visteon.

Key questions answered in the report

- What are the key factors driving the global automotive OLED market
- What are the Key market trends impacting the growth of the global automotive OLED market
- What are the various opportunities and threats faced by the vendors in the global automotive OLED market
- Trending factors influencing the market shares for the global automotive OLED market
- Market shares for APAC, Americas, and EMEA
- Key outcome of the five forces analysis on the global automotive OLED market
- Growth forecast of the global automotive OLED market

Related reports

- Global OLED Lighting Panel Market 2015-2019
- Global OLED TV Market 2015-2019
- Global OLED Material Market 2015-2019
- Global OLED Display Market 2015-2019
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