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
Table of Contents

PART 01: Executive summary
   Highlights

PART 02: Scope of the report
   Market overview
   Top-vendor offerings

PART 03: Market research methodology
   Research methodology
   Economic indicators

PART 04: Global automotive OLED market
   Global OLED industry supply chain
   Functioning of OLED display units
   Global presence of OLED lighting
   Manufacturing cost comparison

PART 05: Introduction
   Key market highlights
   Advantages and disadvantages of automotive OLED
   Automotive OLED types

PART 06: Market landscape
   Market overview
   Market size and forecast
   Five forces analysis

PART 07: Market segmentation by application
   Global automotive OLED market by exterior lighting 2014-2019
   Global automotive OLED market by interior lighting 2014-2019

PART 08: Geographical segmentation
   Automotive OLED market in EMEA
   Automotive OLED market in Americas
   Automotive OLED market in APAC

PART 09: Market drivers

PART 10: Impact of drivers

PART 11: Market challenges

PART 12: Impact of drivers and challenges

PART 13: Market trends

PART 14: Roadmap for automotive OLED

PART 15: Vendor landscape
   Competitive scenario
   Other prominent and potential vendors

PART 16: Key vendor analysis
   Astron FIAMM
   LG Chem
   OSRAM
   Royal Philips

PART 17: Appendix
   List of abbreviation
PART 18: About the Author

List of Exhibits

Exhibit 01: Product offerings
Exhibit 02: Global presence of major vendors in OLED lighting 2014
Exhibit 03: Cost comparison OLED versus LED ($ millions/10 square meters)
Exhibit 04: Pros and cons of OLED in vehicles
Exhibit 05: Segmentation of automotive OLED
Exhibit 06: Global automotive OLED market 2014-2019 (millions of units)
Exhibit 07: Five forces analysis
Exhibit 08: Automotive OLED market by application 2014-2019
Exhibit 09: Global automotive OLED market by application 2014-2019 (millions of units)
Exhibit 10: Automotive OLED market by exterior lighting 2014-2019 (millions of units)
Exhibit 11: Automotive OLED market by interior lighting 2014-2019 (millions of units)
Exhibit 12: Global automotive OLED market by geography
Exhibit 13: Global automotive OLED market by geography 2014-2019 (millions of units)
Exhibit 14: Automotive OLED market in EMEA 2014-2019 (millions of units)
Exhibit 15: Automotive OLED market in Americas 2014-2019 (millions of units)
Exhibit 16: Automotive OLED market in APAC 2014-2019 (millions of units)
Exhibit 17: Impact of driver
Exhibit 18: Automotive OLED lighting manufacturing cost breakdown
Exhibit 19: Impact of drivers and challenges
Exhibit 20: Roadmap for automotive OLED
Exhibit 21: Astron FIAMM: Business segmentation
Exhibit 22: LG Chem: Business segmentation 2014 by revenue
Exhibit 23: LG Chem: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 24: LG Chem: Geographical segmentation by revenue 2014
Exhibit 25: OSRAM: Business segmentation 2014 by revenue
Exhibit 26: OSRAM: Business segmentation by revenue 2013 and 2014 ($ millions)
Exhibit 27: OSRAM: Geographical segmentation by revenue 2014
Exhibit 28: Royal Philips: Business segmentation 2014 by revenue
Exhibit 29: Royal Philips: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 30: Philips Lighting: Geographical segmentation by revenue 2014

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