Description: Growing demand for OLEDs in China can be attributed to increasing adoption in various end user applications such as smartphones, televisions, automotive, commercial, industrial, etc. In addition, rising investments in OLED research and development, coupled with increasing focus of manufacturers to boost production of various OLED display panels and lighting products is anticipated to boost China OLED market over the next five years. Moreover, increasing technological advancements and governmental support to OLED manufacturers is further contributing to the growth of the country's OLED market. During 2016 - 2021, rising integration of OLED displays in various consumer electronic devices is expected to significantly increase demand for OLEDs in China.

According to “China OLED Market By Type, By Application, Competition Forecast and Opportunities, 2011 - 2021”, the OLED market in China is projected to grow at a CAGR over 38% during 2016 - 2021. OLED displays accounted for the majority share in China's OLED market, on account of their rising adoption in smartphones, tablets, MP3/MP4 players, automotive applications and defense sector. Light weight, better color performance, less power consumption, high brightness, etc., are few of the advantages driving increase in penetration of these OLED displays in China. In 2015, East China was the largest regional market for OLED in the country, due to presence of a large consumer base in the region. Few of the leading players operating in China OLED market include Samsung Display, LG Display, BOE Technology and Visionox, among others. “China OLED Market By Type, By Application, Competition Forecast and Opportunities, 2011 - 2021” discusses the following aspects of OLED market in China:

- China OLED Market Size, Share & Forecast
- Segmental Analysis: By Type (Displays and Lighting), By End User (Smartphones, Tablets & Notebooks, Televisions Commercial, Residential, Automotive, Industrial and Others) & By Region
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of China OLED market
- To identify the on-going trends, and anticipated growth over the next five years
- To help industry consultants, OLED manufacturers and distributors align their market-centric strategies
- To obtain research-based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with the OLED manufacturers and suppliers in China. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.

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