Global Flexible OLED Display with Focus on The Foldable Smartphones Market (2016-2020)

Description: The report entitled “Global Flexible OLED Display with Focus on The Foldable Smartphones Market (2016-2020)”, provides analysis of the global flexible display market and flexible OLED display market, with detailed analysis of market size and growth, market share and economic impact of the industry. The analysis includes the market by value, by volume, by penetration and by segments.

The report also gives the detailed analysis of the foldable smartphones market. This section includes the market analysis for OLED and flexible OLED display in the field of smartphones and foldable smartphones in specific, along with the discussion on key opportunities, challenges and players in this segment.

Furthermore, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global flexible display market and flexible OLED display market has also been forecast for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. Samsung Display (Samsung Electronics) and LG Display are the key players, among few small players (like Japan Display, Sony, etc.), who are operating in the global flexible OLED display market. The company profiling of Samsung Electronics, LG Display and Japan Display has been done in the report, which includes business overview, financial overview and business strategies for each company.

Company Coverage:
- Samsung Electronics (Samsung Display)
- LG Display
- Japan Display

Executive Summary:

A flexible display is a display which is flexible in nature; different from the more prevalent traditional flat screen display used in most electronic devices. The flexible display can be characterized as rugged, light weight, unconventional form factors, non-brittle, able to curve, flex, etc. OLED (Organic Light Emitting Diodes) is a light emitting technology, made by placing a series of organic thin films between two conductors.

A flexible OLED is based on a flexible substrate which can be either plastic, metal or flexible glass. The plastic and metal panels are light, thin and very durable. The flexible OLED display can be applied to smart card electronic paper, mobile phones, personal computers, large area display, wearable electronics, automotive applications, etc.

The flexible display market can be segmented on the basis of forms, into curved, foldable, rollable, stretchable and flat display. The market can also be segmented on the basis of technology into OLED, LCD, EPD and others. The OLED Display market can be segmented into the AMOLED and PMOLED, however, the report focuses on the AMOLED segment, due to its vast application and use.

Global flexible OLED display market is expected to increase with a very healthy growth rate during the forecasted period (2016-2020). The global flexible OLED display market is supported by various growth drivers, such as increase in the adoption of OLED smartphones, continuous technological advancement, low costing as compared to LCD, introduction of foldable smartphones etc. Yet, the market faces certain challenges, such as, encapsulation, material challenge, stress challenge, etc.

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