
Description: The global flexible OLED market is anticipated to grow at a healthy CAGR of 42.46% over the period from 2015 to 2020. OLED is one of the most advanced display technologies and allows for flexible, foldable, bendable androllable displays. An OLED attains its flexibility by incorporating a flexible substrate on which the organic substrate is deposited.

In comparison to LCD, OLED’s have a lower manufacturing cost and energy consumption. Additionally, they can operate without a backlight as they are light-emissive and have a higher contrast ratio and offer sharper images.

The demand for thin and flexible displays in portable and wearable mobile devices in consumer electronics and healthcare is anticipated to increase the demand for flexible OLED displays. Flexible displays in smartphones add to convenience by offering larger displays that are foldable and rollable. The flexible displays have tremendous application in the field of retail, automotive, consumer electronics, and many other end-user segments. Recently, E Ink launched a 32-inch flexible display ideal for digital signage in transportation systems like buses and trains where advertisements are likely over curved surfaces. Owing to vast applications and market potential of the OLED display, market companies, and governments are investing in the research, development, and advancement of the display technology. The emergence of quantum dot technology has provided an efficient alternative to OLED technology and may slow the growth of the market.

The flexible display market is segmented based on the material substrate into plastic and glass. Based on components used, the market is segmented into substrate, backlight panel, and organic material. The market is further classified into small, medium, and large displays.

By geography, the market is segmented into North America, Europe, Asia-Pacific and Rest of the World. Flexible displays are majorly used in smartphones, tablets, wearables, automotive and television displays. Moxi Group, a Chinese Company, has made a phone that is so flexible that it can be worn on the wrist like a watch; the smartphone is priced at USD 765; Samsung and LG are also anticipated to roll out their flexible smartphones soon.

Key players in the flexible OLED market are:
- LG Display
- Samsung Electronics
- Sharp Corporation

Key Deliverables in the Study
- Market analysis for the flexible OLED market, with region-specific assessments and competition analysis on the global and regional scale.
- Market definition along with the identification of key drivers and restraints.
- Identification of factors instrumental in changing the market scenario, rising prospective opportunities, and identification of key companies that can influence this market on the regional scale.
- Extensively researched competitive landscape section with profiles of major companies.
- Identification and analysis of the macro and micro factors that affect the flexible OLED market on a global scale.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.
- Insights on the major countries in which this industry is blooming and to also identify the regions that are still untapped.

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