Display Market by Technology (LED-backlit LCD, OLED, QD-LED, E-Paper), Display Type (Flat, Flexible, Transparent), Application (Smartphone & Tablet, TV & Digital Signage, PC Monitor & Laptop), Vertical, and Geography - Global Forecast to 2022

Description: "High growth of the flexible display market and rising demand for OLED-based devices are the major drivers for the display market."

The display market was valued at USD 106.41 billion in 2015 and is expected to reach USD 169.17 billion by 2022, at a CAGR of 7.5% between 2016 and 2022. The requirement for energy-efficient, attractive, and high specification display products in several industries; high growth of the flexible display market; and rising demand for OLED-based devices are the major drivers for the market. Factors such as high cost associated with new technology-based products and saturated shipment volumes of TVs and PC monitors are restraining the growth of the market.

"Smart wearable are expected to grow at the highest rate in the display market."

There is a huge market potential for display devices in the consumer electronics vertical on the back of increasing demand for devices such as TVs, smartphones, and smart wearables. Smart wearables are expected to witness high growth in shipments during the forecast period due to enhanced demand for such devices—especially smart watches. This is expected to drive the display market for smart wearables.

"Devices based on Quantum dot and OLED technology are expected to witness the highest growth in the display market"

Both Quantum dot LED and OLED technologies are new to the market compared with LED-backlit LCD. These technologies offer high picture quality and ultra-thin designs at low power consumption. These features are expected to drive the market for QD-LED and OLED technologies. Quantum dot technology is expected to achieve the highest growth in the market during the forecast period, but its share is expected to be low as it is in development phase and yet to be commercialized for other applications, apart from TVs.

"North America to hold the largest market size and APAC to witness the highest growth in the display market"

North America is expected to continue to hold the largest share in the display market owing to the high adoption rate of the latest technologies, especially in the consumer electronics and retail verticals. The APAC market is expected to grow at the highest rate due to the presence of major display panel and brand product manufacturers in the region—companies usually launch their new products or technologies in their native regions. Early exposure to the latest display products is the driving factor for the growth of the market in the consumer electronics and other industries in APAC.

Extensive primary interviews have been conducted with key people in the industry to determine and verify the market size of several segments and subsegments that were gathered through secondary research.

The breakup of the primary participants has been shown below:

- By Company Type: Tier 1 - 15%, Tier 2 - 60%, and Tier 3 - 25%
- By Designation: C-Level Executives - 20%, Directors - 35%, and Others - 45%
- By Region: North America - 35%, APAC - 45%, Europe - 15%, and ROW - 5%

The report also profiles the key players in the display market. The prominent players profiled in this report are LG Display Co., Ltd. (South Korea), Samsung Electronics Co., Ltd. (South Korea), AU Optronics Corp. (Taiwan), Innolux Corp. (Taiwan), Japan Display Inc. (Japan), Sharp Corp. (Japan), BOE Technology Group Co. (China), Hannstar Display Corp. (Taiwan), Varitronix International Limited (Hong Kong), TCL Display Technology Holdings Limited (Hong Kong), Universal Display Corp. (U.S.), and E Ink Holdings Inc. (Taiwan) among others.
Research Coverage:

This research report categorizes the market by technology, display type, vertical, application, and geography. It provides Porter’s five forces analysis, along with the description of each of its forces and their impact on the market. The report also discusses major drivers, restraints, challenges, and opportunities for the market. Key players have been strategically profiled across the value chain.

Key Benefits of Buying the Report:

The report will help leaders/new entrants in this market in the following ways:

1. This report segments the display market comprehensively and provides the closest market size estimation for major industry verticals and applications across various regions.
2. The report will allow stakeholders to understand the pulse of the market through the information on drivers, restraints, challenges, and opportunities for the market.
3. This report will help stakeholders better understand their competitors and gain insights on ways to improve their position in the business. The competitive landscape section includes the competitor ecosystem, new product developments, partnerships, and mergers and acquisitions.

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