

Global OLED Panel Market Trends, Forecast, and Opportunity Assessment (2016-2022)

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PUNE, INDIA, December 16, 2016 /EINPresswire.com/ -- [Global OLED Panel Industry](#)

Panels function as surface for display and control components and functions as the direct interface for human/machine dialogue to show information in numerous forms such as picture, video, text, and others. OLEDs are made from carbon containing materials that can transform the future of lighting and display technologies. The AMOLED technology is being utilized in television displays because they are thinner, brighter, and sharper. The panel industry is observing fast technological modifications and OLED panels have become the evolving and potential technology. The automotive industry is estimated to accept OLED displays and lighting in cars for internal lighting, digital rear-view internal mirrors, dashboard displays, and heads-up displays among others. OLED Panel Market is forecasted to grow at XX% CAGR over the next five years to reach \$XXX million in total market value by 2020. The market is increasing at a decent pace, and isn't going to saturate throughout the forecast period.

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Major Drivers of the market include increasing demand for large-sized UHD display panels for TVs, growing demand for automotive and digital signage displays, implementation of OLED displays in smartphones by mobile companies, the government backing for OLED lighting in various countries, and numerous activities by top Asian companies for the improvement of the AMOLED technology. Even though the APAC market is accounted for the major share, other regions are also anticipated to observe better progress throughout the forecast period. Nevertheless, Major restraints of the market include existence of similar technologies for instance LCD, and small market recognition for OLED fixtures due to short shelf life, low efficiency, and high costs. Factors include congestion & falling price of panels leading to drop in profit margins & revenues.

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Market Segmentation has been done on the basis of application, panel size, form factor, type, end-user, product, resolution and geography. According to application, OLED panel market is bifurcated into Display and Lighting. According to panel size, panels are available in 3 forms i.e small, medium and large. According to form factor, OLED panels are Flat and Flexible. On the basis of type, market is divided into PmOLED and AmOLED Displays, Traditional and Flexible Lighting. End users of the market are consumer electronics, clothing, lighting, healthcare, transport industries, automotive and medical devices among others. Products that employ this technology include desktop monitor, tablet, automotive, TV, mobile phone, notebook PC, digital signage and others. OLED panels are available in various resolutions 8K, 4K, 2K, FHD, HD, and others. Geographically, the OLED Panel Market has been segmented into five regions, namely, North America, Europe, Asia-Pacific, Middle East and

Africa (MEA) and Latin America.

Major players in the market are Samsung electronics Co., Ltd., Innolux Corporation, AU Optronics Corp., Sharp Corporation, Japan Display Inc., Panasonic Corporation, HannStar Display Corporation among others.

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