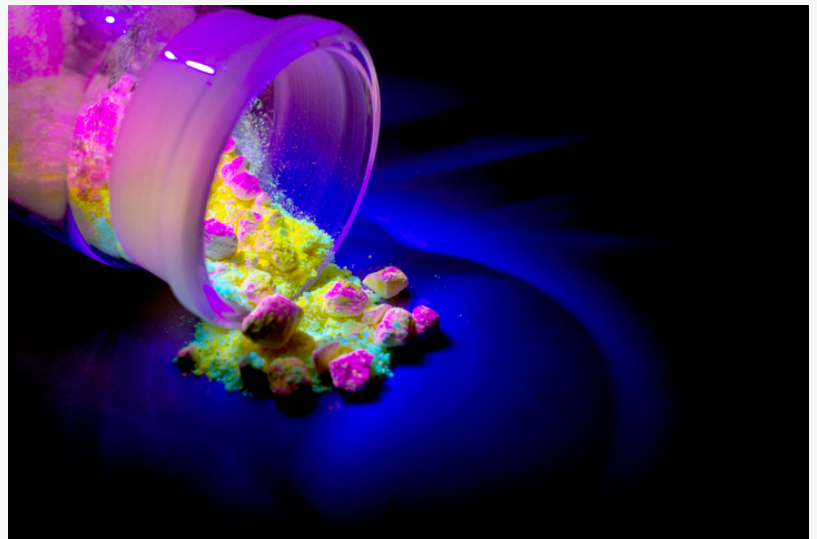


OLED Materials: Latest Market Developments and Their Implications for Your Business Strategy

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PORTLAND, OREGON, UNITED STATES, March 23, 2023 /EINPresswire.com/ -- “Asia-Pacific” accounted for the highest share, and is expected to continue its dominance during the forecast period. The LAMEA [OLED materials market](#) is anticipated to grow at a significant CAGR due to growth in adoption of OLED in smartphones and televisions.



OLED Materials Market by Type

Allied Market Research published a new report, titled, “OLED Materials Market by Type (Substrates, Encapsulation, Anode, Hole Injection Layer (HIL), Hole Transport Layer (HTL), Electron Transport Layer (ETL), Emissive Layer (EML), and Cathode), Application (Display (Television & Monitors, Smartphones, Notebooks & Tablets, Automotive, and Others) and Lighting), End User (Residential, Commercial, and Industrial) - Global Opportunity Analysis and Industry Forecast, 2017-2023. ” The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter’s Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

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OLED materials comprise substrates, encapsulation, cathode, anode, hole injection material (HIL), electron transport material (ETL), emissive material (EML) and others (HTL and EBL). Substrates holds a major share in the global OLED materials market in 2016. The demand for OLED materials is driven by changes in lifestyle of people and increase in population. In addition,

surge in demand for smartphones is expected to boost the market growth in the near future.

This makes it important to understand the practical implications of the OLED materials market. To gain a competitive advantage, the players must have something unique. By tapping into the untapped market segment, they can establish a relevant point of differentiation, and this report offers an extension analysis of untapped segments to benefit the market players and new entrants to gain the market share.

The global OLED materials market was valued at \$5,932 million in 2016, and is expected to reach \$25,731 million by 2023, registering a CAGR of 26.3% from 2017 to 2023.

KEY MARKET PLAYERS:

The report provides the SWOT analysis of the key market players including Sigma-Aldrich Co. LLC., DuPont, Novald GmbH, Merck KGaA, LG Chem, TCI America, Sumitomo Chemical, Universal Display, The Dow Chemical Company, and Idemitsu Kosan Co., Ltd. which gives the business overview, financial analysis, and portfolio analysis of products and services. The latest news related to industry developments in terms of market expansions, acquisitions, growth strategies, joint ventures, collaborations, product launches, market expansions etc. are included in the report for the better understanding of the stakeholders in framing strategic decisions to gain long term profitability and market share.

The display segment accounted for a significant share in 2016, and is anticipated to maintain its dominance during the forecast period. The smartphones and television & monitors sub-segments contributed to over three-fifth share in the display segment in 2016. This is attributed to the increase in demand for smartphones worldwide. Rise in offline sales channels and aggressive advertising campaigns by the key players in the smartphones industry are expected to augment its demand further.

NEED FOR THE REPORT:

The current situation of pandemic makes it very important for the stakeholders in the OLED materials market to understand the market deeply, which will help them in taking sound decisions, to gain the competitive advantage. By exploring the unexplored areas of market, the key players can surely gain a larger market share.

The substrates segment is expected to dominate the global market during the forecast period. However, the cathode segment is anticipated to gain traction in the near future. In 2016, the cathode and substrates segments collectively accounted for more than one-third share of the global OLED materials market.

KEY OFFERINGS OF THE REPORT:

Key drivers & Opportunities: An extensive analysis on key factors and opportunities available in different segments for strategizing.

Current trends & forecasts: A comprehensive analysis on latest trends, and forecasts for next few years to frame strategic decisions as a next step.

Segmental analysis: An extensive analysis of each segment and driving factors such as revenue and growth rate is offered.

Regional Analysis: A thorough analysis of each geographic region can help market players devise expansion strategies and gain from the opportunity.

Competitive Landscape: Useful insights on each of the leading market players for outlining competitive scenario and related strategies have been offered in the report.

Procure Complete Report (180 Pages PDF with Insights, Charts, Tables, and Figures):

<https://www.alliedmarketresearch.com/OLED-materials-market/purchase-options>

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We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Allied Market Research CEO Pawan Kumar is instrumental in inspiring and encouraging everyone associated with the company to maintain high quality of data and help clients in every way possible to achieve success. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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