

Mini LED Display Market size is Expected to Reach \$1.90 Billion by 2027 | Growing at a CAGR of 91.10%.

Global Opportunity Analysis and Industry Forecast, 2020-2027

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-- Allied Market Research published a report on the Mini LED Display Market by Application (Automotive Display, Television, Smartphones, Notebook/Laptop, and Others) and End User (Consumer Electronics, Automotive, and Other): Global Opportunity Analysis and Industry Forecast, 2020-2027.



The global mini LED display market size was valued at \$0.20 billion in 2019, and is expected to reach \$1.90 billion by 2027, growing at a CAGR of 91.10% from 2020 to 2027.

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The mini LED display market size in Asia-Pacific is expected to grow at the highest rate during the forecast period, owing to high investment in display technologies. Moreover, rise in usage of smartphone and increase in penetration of its numerous features in day-to-day lifestyle are anticipated to provide lucrative opportunity for the <u>mini LED display industry</u> growth.

The prominent factor that drives the mini LED display market growth includes increase in demand for mini LED backlight in the electronics industry. Mini LED backlight for displays is rapidly gaining attention in the electronics market as major brands in consumer electronics, such as LG, Samsung, AUO, and others, plan to launch products featuring mini LED technology. Rise in usage of smartphone and increase in penetration of its numerous features in day-to-day lifestyle are anticipated to provide lucrative opportunity for the mini LED display market growth.

Display technology has become ubiquitous in daily life and is widely used in smartphones, tablets, desktop monitors, TVs, data projectors, and AR/VR devices. Recently, mini-LEDs have emerged by significantly enhancing the dynamic range of LCDs or as sunlight readable emissive displays. Mini LED display technology is a more efficient and effective way of backlighting an LCD screen, which allows LCD panels to get much closer to OLED levels of performance.

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Competitive Analysis:

The mini LED display industry key market players adopt various strategies such as product launch, product development, collaboration, partnership, and agreements to influence the market. It includes details about the key players in the market's strengths, product portfolio, market size and share analysis, operational results, and market positioning.

Some of the major key players of the global mini LED display industry include,

Japan Display, Inc.
Everlight Electronics Co. Ltd.
EPISTAR Corporation
AU Optronics Corp
Innolux Corporation
BOE Technology Group Co
San'an Optoelectronics
Lextar Electronics Corporation
Harvatek Corporation
VerLASE Technologies LLC

Research Methodology:

The research uses both primary and secondary research to assemble data on the various facets of the international mini LED display market. Using interviews or surveys, primary market research has been used to collect highly authenticated data from direct sources, such as consumers in a particular market. Secondary market research is a method for gathering information from previously released data that has been produced by international organizations, business groups, government and research institutions, and so on.

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Key Benefits for Stakeholders:

This study comprises analytical depiction of the global mini LED display market share along with current trends and future estimations to depict the imminent investment pockets.

The overall mini LED display market analysis is determined to understand the profitable trends to gain a stronger foothold.

The report presents information related to key drivers, restraints, and mini LED display market opportunities of the market with a detailed impact analysis.

Porter's five forces analysis illustrates the potency of the buyers and suppliers of the mini LED display market.

The report includes the mini LED display market share of key vendors.

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