

# 3D Display Market to Exceed USD 561.50 Billion by 2032 Driven by Rising Demand for Immersive Gaming & Entertainment

*The 3D Display Market is gaining significant traction due to advancements in technology and the rising consumer preference for immersive viewing experiences.*

AUSTIN, TX, UNITED STATES, January 30, 2025 /EINPresswire.com/ -- Market Size & Industry Insights

As Per the SNS Insider, "The [3D Display Market](#) was valued at USD 123.17

Billion in 2023 and is expected to reach

USD 561.50 Billion by 2032, growing at a CAGR of 18.39% over the forecast period of 2024-2032."

### Growth of 3D Display Market Driven by Advancements in Technology and Expanding Applications

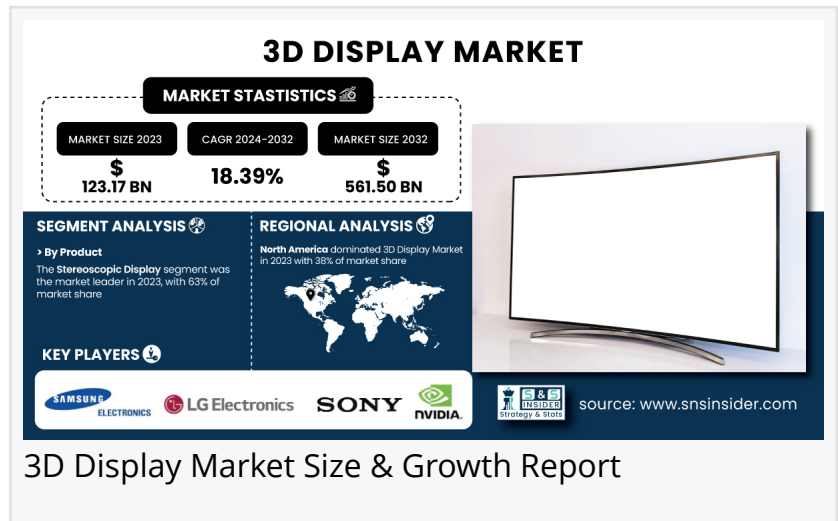
The 3D Display Market continues to grow in 2023 and 2024, fueled by advancements in technology and increasing demand for immersive experiences across sectors like entertainment, healthcare, and automotive. Key players include the U.S., China, South Korea, and Japan, with government and private investments driving innovations in VR, AR, and medical imaging. Companies like Samsung and LG lead with OLED-based 3D displays for gaming and AR/VR. The market's future looks promising with emerging applications in automotive HUDs, medical imaging, and AI integration for adaptive, real-time content.

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SWOT Analysis of Key Players as follows:

- Samsung Electronics
- LG Electronics



- Sony Corporation
- Panasonic Corporation
- Barco NV
- AU Optronics
- Toshiba Corporation
- EON Reality
- Koninklijke Philips
- SHARP Corporation
- Hisense
- nVIDIA Corporation
- Fujitsu Limited
- Planar Systems
- Looking Glass Factory
- Zebra Imaging
- 3DFusion
- RealView Imaging
- Dimenco
- Vizio Inc

## SEGMENT ANALYSIS

### By Product

The Stereoscopic Display segment was the market leader in 2023, with 63% of the market share, driven by its wide application in gaming, entertainment, and advertising. The stereoscopic display uses glasses-based or glasses-free technology to provide immersive visuals, which makes it very popular among consumers.

The projected growth of head-mounted displays will be the fastest when they reach a CAGR of 19.32% for the estimated period from 2024 to 2032. Growth factors include enhanced adoption in virtual reality applications as well as augmented reality and in gaming and simulations related to training.

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### By Technology

In 2023, LED took the lead in the market, with a market share of 29.67% due to its energy efficiency and widespread use across all industries. LEDs provide brightness and color accuracy, making them suitable for outdoor advertising and consumer electronics applications.

Organic LED (OLED) displays are expected to grow with the fastest CAGR of 5.59% during the forecasting period from 2024 to 2032, through their flexibility, superior contrast ratios, and lightweight design. OLEDs are increasingly getting used in smartphones, wearables, and next-generation TVs, with the impetus coming from investments in research and development by

manufacturers based in Japan and South Korea.

KEY MARKET SEGMENTS:

REGIONAL ANALYSIS

North America dominated the 3D Display Market in 2023 with 38% of market share. Early adoption of advanced technology along with robust investments in R&D is the reason for such dominance. The U.S., in particular, leads the world in AR/VR application development and medical imaging technology powered by 3D displays.

Asia Pacific, on the other hand, is expected to expand with a CAGR of 19.14% over the forecast period from 2024 to 2032, driven by growing demand in countries like China, Japan, and India, supported by government initiatives and private investment in adopting technology. This can be seen in the examples: The "Make in India" program promotes local production of electronic components, for example, displays, whereas the emphasis on digital innovation by China accelerates further regional market expansion.

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RECENT DEVELOPMENTS

- September 2023: Sony India launched a new product, ELF-SR2 Spatial Reality Display. It is a 27-in 4K screen, showcasing lifelike 3D content, without any requirement of special glasses or any VR equipment. The display carries images of sharp and great 3D effect.
- December 2024: Samsung Electronics has unveiled its latest gaming monitors with a focus on the innovative Odyssey 3D, featuring glasses-free 3D viewing, at Gamescom 2024 in Cologne, Germany. The LFD technology used in the Odyssey 3D creates lifelike 3D images from 2D content by using a lenticular lens<sup>1</sup> on the front panel.

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