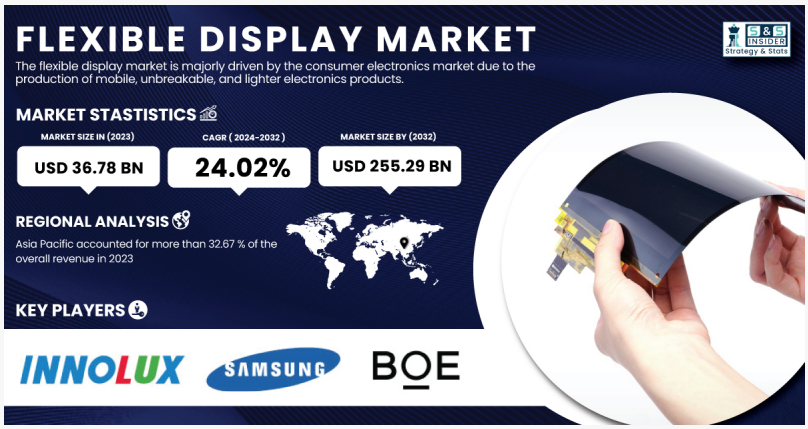
Flexible Display Market to Reach USD 255.29 Billion by 2032 with 24.02% CAGR | SNS INSIDER

The Flexible Display Market is growing with demand for foldable, lightweight screens in smartphones, wearables, and automotive displays.



Flexible Display Market Size & Growth Analysis

AUSTIN, TX, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- Market Size & Industry Insights

As Per the SNS Insider,"The Flexible Display market was valued at USD 36.78 billion in 2023 and is expected to grow to USD 255.29 billion by 2032, at a CAGR of 24.02% over the forecast period of 2024-2032."

Increasing requirements for automotive displays, and extensive deployment of flexible displays in wearable, and foldable smartphones are fuelling the market growth. Improvements in OLED, e-paper, and micro-LED technologies increase strength and power-saving. Boosted adoption of the consumer electronics, automotive, and healthcare sectors to sustain growth. However, manufacturers have started to innovate with bendable, rollable, and stretchable screens, improving portability and the ability to design devices. It is backed by strong R&D, 5G integration, and smart device investments, which further fuels growth.

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SWOT Analysis of Key Players as follows:
- LG Display Co. Ltd. (South Korea)
- Samsung Electronics (South Korea)
- Innolux Corp. (Taiwan)
- AU Optronics (Taiwan)
- Japan Display Inc. (Japan)
- BOE Technology Group Co. Ltd. (China)

- Sharp Corp. (Japan)
- Visionox Corporation (China)
- E Ink Holdings Inc. (Taiwan)
- Corning Incorporated (US)
- E. |. du Pont de Nemours and Company (US)
- FlexEnable Limited (UK)
- Kateeva (US)
- Cambrios Technologies Corp. (US)
- Royole Corporation (US)

Key Market Segmentation:

By Panel Size: The flexible display market size was led by the 6-inch segment in 2023, owing to the high adoption of smartphones, smartwatches, as well as other wearables. The leading manufacturers incorporated OLED, and AMOLED technology in display enhancement, durability, and energy efficiency. The high market share for this segment is driven by the increasing requirement for compact, lightweight, and easily portable screens in consumer electronics.

The 20-50-inch segment is anticipated to experience the highest CAGR From 2024 to 2032, thanks to growing applications in automotive, healthcare, and smart TVs. Growth factors include innovations in rollable TVs, digital signage applications, and automotive dashboard displays. This trend is further supported by growing investments in large, flexible OLED and micro-LED panels, making it easier and more cost-effective to implement large and flexible displays.

By Substrate Material: In 2023, flexible display market share in the plastic segment dominated the globe, based on the fact of the better durability, lightweight characteristics, and cost-effective features of plastics. Flexible displays, particularly OLED and e-paper, based on plastic were commonly used in mobile, wearables, or foldable devices.

The glass segment will achieve the highest CAGR from 2024 to 2032, owing to its higher optical clarity, scratch barrier, and elegant feel. This growth is driven by strong demand for premium foldable phones, automotive displays, and smart TVs. Ultra-thin, flexible glass innovations that are used for durability and power end up a good candidate for force plastic.

By Technology: In 2023, the OLED segment accounted for the largest share of the market, and the same is projected to grow at the highest CAGR from 2024 to 2032, due to its better image clarity, flexibility, and low power consumption. From smartphones to wearables to foldable devices to automotive displays, OLED is a go-to display technology that delivers super-saturated colors, ultra-deep blacks, and thin form factors. This further solidified its position in the market due to the high demand for lightweight and durable displays with low power consumption and great resolution. Sustained growth in flexible OLED panels, rollable screens, and transparent displays are all helping to drive continued advances.

By Application: The smartphone & Tablet Segment Led the Flexible Display Market Share in 2023, owing to the application of OLED and AMOLED screens in foldable, rollable, and high-resolution smartphone demand led prominent smartphone manufacturers to focus on lightweight, robust, and energy-efficient displays. Continuous leadership in this segment was also bolstered by the growing consumer demand for thin, ultra-sleek, flexible, and innovative form factors.

The television & digital signage segment is anticipated to register the highest CAGR over the forecast period, as a result of large flexible OLED & micro-LED panels development. Increasing adoption of ultra-thin and rollable TVs, demand for engaging commercial displays, and focus on high-resolution energy-efficient signage solutions will enhance the market growth.

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KEY MARKET SEGMENTS:

By Panel Size
Up to 6"
6-20"
20-50"
Above 50"

By Substrate Material
Glass
Plastic
Others

By Technology
OLED Display
E-paper Display
Quantum dot LED Display
LED-Backlit LCD

By Application
Smartphone & Tablet
Smartwatches & Wearables
Television & Digital Signage Systems
PC Monitors & Laptops
E-reader
Electronic Shelf Labels (ESLS)
Vehicles & Public Transports
Smart Home Appliances

Asia Pacific Leads Flexible Display Market in 2023 While North America Poised for Fastest Growth

Flexible Display Market Led by Asia Pacific Region In 2023 due to the prevalence of leading display manufacturers in countries such as China, South Korea, and Japan. The major companies producing OLED and micro-LED, as well as flexible displays in these nations, including Samsung, LG, and BOE Technology, spend hundreds of billions of dollars on such innovations. Asia-Pacific also enjoys a high production capacity, cheaper production, and strong consumer interest in smartphones, wearables, and smart TVs. This was compounded by the region's use of automotive displays and digital signage.

North America is expected to fastest CAGR from 2024 to 2032, thanks to increasing demand for next-gen consumer electronics, automotive displays, and smart wearables. Major growth drivers include an uptick in R&D investment, flagship foldable smartphones, and high-end digital signage. The rapid adoption of flexible displays in healthcare, defense, and commercial applications, as well as technological advancements, is further estimated to propel the market growth.

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