

Automotive Transparent Organic Light-Emitting Diode (OLED) Market Anticipated to Grow at 26.2% CAGR Through 2029

TBRC's Automotive Transparent Organic Light-Emitting Diode (OLED) Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034

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/EINPresswire.com/ -- How Big Is The [Automotive Transparent Organic Light-Emitting Diode \(OLED\) Market In 2025?](#)

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The market size for automotive transparent organic light-emitting diode (OLED) has seen a substantial increase in recent times. The market is projected to expand from a valuation of \$0.41 billion in 2024 to \$0.52 billion in 2025, reflecting a compound annual growth rate (CAGR) of 26.5%. The demand growth throughout the historic period can be credited to rising consumer preference for high-end vehicles, increasing incorporation of digital cockpits, greater emphasis on infotainment systems, enhancements in automotive safety regulations, and the surging popularity of electric vehicles.



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The market size of automotive transparent organic light-emitting diode (OLED) is projected to experience significant expansion in the years to come. Forecasts predict it will reach \$1.32 billion by 2029, with a compound annual

growth rate (CAGR) of 26.2%. This anticipated growth during the forecast period is due to several reasons such as the increased acceptance of connected and self-driven vehicles, an upsurge in the demand for flexible and curved displays, consumers' growing inclination towards customized in-car experiences, the widespread use of smart interior lighting solutions, and the expanding influence of human-machine interfaces. Key trends for the forecast period encompass the development of pioneering automotive head-up displays, improvements in color precision and contrast ratios, advancements in design adaptability for facilitating curved and 3D displays, creation of hybrid display models, and devising cost-effective production processes.

Download a free sample of the automotive transparent organic light-emitting diode (oled) market report:

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What Are The Key Driving Factors For The Growth Of The Automotive Transparent Organic Light-Emitting Diode (OLED) Market?

The increasing acceptance of electric and autonomous vehicles is anticipated to bolster the advancement of the automotive transparent organic light-emitting diode (OLED) market in the future. Vehicles that run on electricity and possess high-grade features that facilitate operation with minimal to zero human guidance are referred to as electric and autonomous vehicles. The enhancement in the use of these vehicles is motivated by the demand for environmental conservation, as these vehicles are instrumental in decreasing carbon emissions, air contamination, and reliance on fossil fuels. The automotive transparent organic light-emitting diode (OLED) technology aids these electric and autonomous vehicles by providing lucid, engaging and seamlessly built-in displays that enrich driver assistance, infotainment, and timely vehicular data without causing hindrance to visibility. For instance, in February 2024 as per the U.S. Department of Energy, a federal agency based in the U.S., a comparison of EV sales month-on-month for the last three years showed considerable year-on-year growth every month. The highest monthly sales figure was around 50,000 cars in 2021, which escalated to roughly 80,000 in the subsequent year and exceeded 100,000 in 2023. Moreover, the Insurance Institute for Highway Safety, a non-profit organization based in the U.S. projected in August 2022 that by 2025, the number of self-driven vehicles in the U.S. would hit 3.5 million and is estimated to increase to 4.5 million by 2030. Hence, the rising acceptance of electric and autonomous vehicles is catalyzing the growth of the automotive transparent organic light-emitting diode (OLED) market.

Who Are The Key Players In The [Automotive Transparent Organic Light-Emitting Diode \(OLED\) Industry?](#)

Major players in the Automotive Transparent Organic Light-Emitting Diode (OLED) Global Market Report 2025 include:

- Samsung Electronics Co. Ltd.
- Panasonic Corporation
- Continental AG
- AU Optronics Corporation
- Beijing Oriental Electronics Technology Group Co. Ltd.
- LG Display Co. Ltd.
- Konica Minolta Inc.
- Japan Display Inc.
- Planar Systems Inc.
- Visionox Technology Inc.

What Are The Key Trends Shaping The Automotive Transparent Organic Light-Emitting Diode

(OLED) Industry?

Leading corporations in the automotive transparent organic light-emitting diode (OLED) market are prioritizing the development of creative solutions, such as flexible and curved organic light-emitting diode panels. The goal is to improve the look of the vehicle's interior and make driver information more visible. These OLED panels, due to their flexibility, can bend and curve without damage, which allows for seamless assimilation into unique surfaces like car dashboards or door panels. For instance, in February 2024, Israeli tech firm Gauzy Ltd joined forces with South Korean electronics giant LG Electronics Inc to create transparent Organic Light-Emitting Diode (T-OLED) display technology using Gauzy's proprietary suspended particle device (SPD) technology. Their collaboration aims to introduce SPD-based T-OLED display to market for potential use across sectors like aerospace, rail, automotive, marine, and consumer products. With the integration of LG's proficiency in T-OLEDs and electronics and Gauzy's cutting-edge material science knowledge, they aim to offer innovative transparent display solutions promising high contrast, flexibility, and improved user experiences across a variety of settings.

What Segments Are Covered In The Automotive Transparent Organic Light-Emitting Diode (OLED) Market Report?

The automotive transparent organic light-emitting diode (OLED) market covered in this report is segmented as

- 1) By Product Type: Display Panels, Lighting Panels
- 2) By Vehicle Type: Passenger Vehicles, Commercial Vehicles, Electric Vehicles
- 3) By Application: Head-Up Displays, Instrument Clusters, Infotainment Systems, Interior Lighting, Exterior Lighting, Other Applications
- 4) By Sales Channel: Original Equipment Manufacturer (OEMs), Aftermarket

Subsegments:

- 1) By Display Panels: Flat Panel, Flexible Panel, Curved Panel, Transparent Panel
- 2) By Lighting Panels: Backlit Panel, Edge Lit Panel, Direct Lit Panel, Organic Light Emitting Diode Panel

View the full automotive transparent organic light-emitting diode (oled) market report:

<https://www.thebusinessresearchcompany.com/report/automotive-transparent-organic-light-emitting-diode-oled-global-market-report>

Which Region Is Expected To Lead The Automotive Transparent Organic Light-Emitting Diode (OLED) Market By 2025?

For the year outlined in the Automotive Transparent Organic Light-Emitting Diode (OLED) Global Market Report 2025, Asia-Pacific was the leading region. Its projected growth trajectory was also the highest. The report includes regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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