

# OPPORTUNITIES IN THE GLOBAL OLED DISPLAY MARKET

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## About Markets and Markets



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## Report Description

### Key Take-Aways

- Define the global market for organic light emitting diodes (OLED).
- Measure and forecast the global OLED market, as well as its segments for technologies and applications.
- Identify the opportunities and the major factors driving and inhibiting the growth of the global OLED market and its sub-segments
- Analyze the trends and forecasts of the main market and its segments
- Identify the major stakeholders in the market and draw a competitive landscape for the market leaders
- Analyze the trends and opportunities in major regions, viz. North America, Europe, Asia, and ROW.

### Report Description

Organic light emitting diodes (OLEDs) are self-illuminating flat panel displays where organic materials are stacked between conductors. OLEDs emit bright light on the application of electric current; and thus do not require a backlight. This means that OLEDs can be made thinner and more power-efficient than liquid crystal displays LCDs. The OLED market has thus evolved over the past 10 years with developments in the electronics and semiconductor industries to address the need for lighter, thinner, and more energy-efficient displays.

The two most significant OLED applications are their use as displays and sub-displays, which form the foundation for a wide

spectrum of applications in a variety of industries, including energy, consumer electronics, information technology, and industrial automation. Lighting also forms a potential OLED application. OLEDs are also used as military displays due to their flexibility, and as micro displays for gaming visors due to their lightweight nature and the highly lifelike display quality they provide.

OLEDs are expected to form a mainstream market within the next five years by virtue of the growth trends of these application markets. This niche market is expected to develop further with R&D in the area of application-specific OLEDs.

### Market Covered

This research report presents an in-depth analysis of the markets for two major types of OLEDs, namely passive matrix OLEDs (PMOLEDs) and active matrix OLEDs (AMOLEDs). The report also sizes each submarket of these segments. The report tracks major OLED application markets – i.e. display panels and sub-

displays – as well as the end-application markets, which cover the use of OLEDs in products such mobile phones, MP3 players, television, and electronic displays. Each market has been analyzed for the four main geographies of North America, Europe, Asia, and ROW.

### Stakeholders

**The intended audience of this report includes:**

- OLED panel manufacturers
- Organic material suppliers for OLEDs
- Electronics and semi-conductor companies
- Consumer electronics manufacturers
- Glass substrate manufacturer
- Research laboratories and OLED IP companies

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Global OLED Market					
	2007	2008	2009	2014	CAGR 2009-2014
PMOLEDs					
AMOLEDs					
<b>Total</b>					

Global OLED Market by Geography			
	Asia-Pacific	Europe	North/Latin America
by production			
by consumption			

Global OLED Market Share, by Applications	
Application	Market Share (%)
Mobile phone display/Sub-display	
MP3	
Lighting applications	
Car audio	
Auto console	
Other	
<b>Total</b>	



## Key Questions

### What makes our report unique?

- We provide accurate business intelligence within the markets we study.
- Each report is not only a representation of facts but a discussion of the markets we study. This we believe gives the reader on-ground information about the markets within diverse geographies.
- The markets are studied through research interviews conducted with industry participants across the respective geographies. The study includes analytics over the data received for faster decision making.
- We provide 10% customization. Normally it is seen that clients do not find specific market intelligence that they are looking for. Our customization will ensure that you necessarily get the market intelligence you are looking for and we get a loyal customer

### Key questions answered

- Which are the high-growth segments/cash cows and how is the market segmented in terms of applications, products, services, ingredients, technologies, and stakeholders?
- What are market estimates and forecasts; which markets are doing well and which are not?
- Where are the gaps and opportunities; what is driving the market?
- Which are the key playing fields? Which are the winning edge imperatives?
- How is the competitive outlook; who are the main players in each of the segments; what are the key selling products; what are their strategic directives, operational strengths and product pipelines? Who is doing what?

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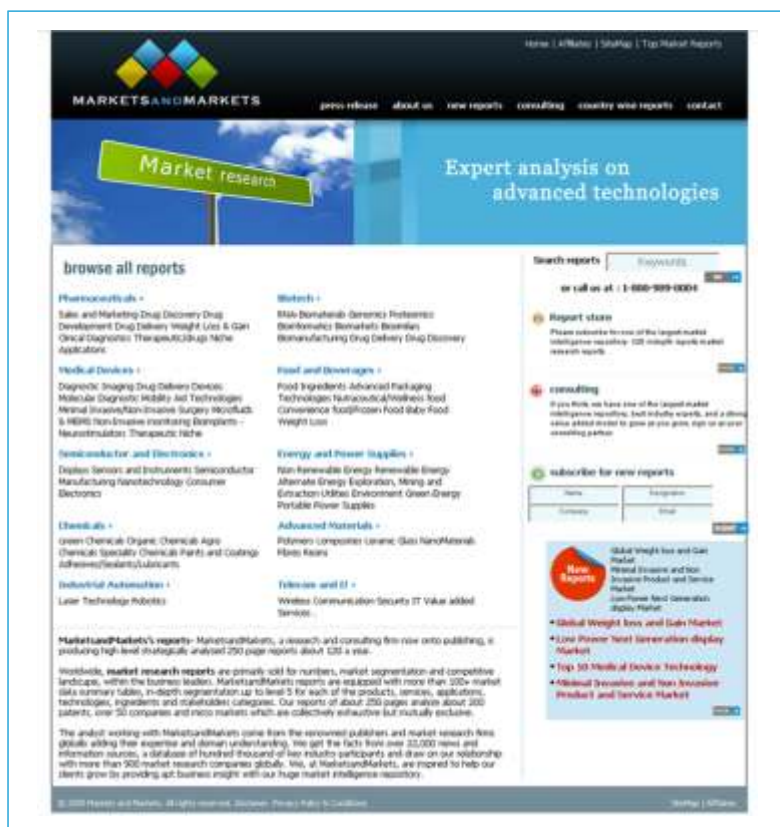
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The sensor technology is expected to change the way we live and work, and even our interaction with the physical environment. Sensor technology has wide scale applications, and this market report focuses specifically on the use of sensor technology in consumer electronics. The report also analyzes the current and future trends in the market for this technology.

Report code: SE 1079

Price: \$4650

### 3D IC - Advanced Technologies and Global Market (2009 - 2014)

The 3D IC technology is expected to make a greater impact on the electronics industry and this report will explore its application, capabilities and impact on the market. It will also explain in detail the market opportunities and the competitive landscape.

Report code: SE 1081

Price: \$4650

### Emerging Lighting Technologies and Global Market

The report will review emerging lighting technologies, products and applications. It will also cover the competitive landscape and business profiles of key players in this market. The market data tables will cover all the relevant geographies.

Report code: SE 1078

Price: \$4650