



**Global and China OLED Industry Report,
2019-2025**

May 2019

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

OLED, a new-generation display technology, features simple display structure, green consumables and flexibility and can be rolled up, which makes it easier to transport and install without considering its size. OLED market has kept ballooning. In 2018, 661 million sheets of OLED panels were shipped globally, an upsurge of 16.4% from a year earlier. As fabrication technology advances and the problem of low yield gets addressed, OLED cost will become low enough. OLED market size will grow further, up to 1,703 million sheets in 2025, at a CAGR of about 14.5% between 2018 and 2025.

OLED has been a standard configuration for high-end products by virtue of colorful, light and thin modules and unique self-luminescent mode. It has become a hotspot in smartphone market where big-name vendors equipped their flagship products with OLED screens in 2018, for example, Apple iPhone X series, Huawei Mate 20 Pro and Samsung Galaxy S10. In 2018, smartphones commanded 70% of OLED applied market; wearable devices for around 10%; household appliances like TV for about 6%; others for roughly 14%.

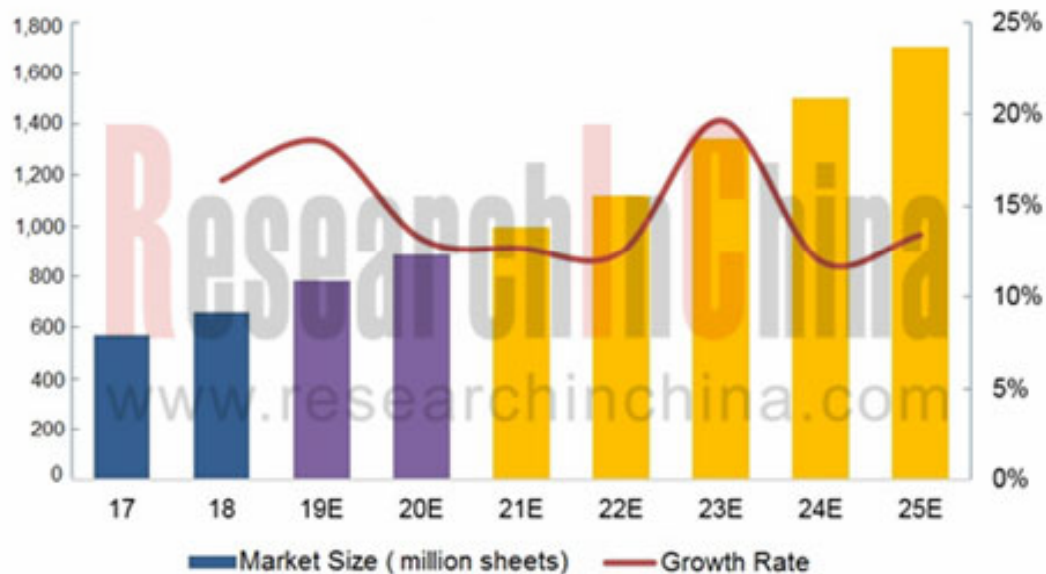
With regard to competitive pattern, global mass-produced OLED display panels are largely produced in South Korea, in which Samsung is the world's largest vendor of small- and medium-sized OLED screens, and LG Display that at first specialized in large-sized OLED, has turned its focus on small- and medium-sized products. In China, vendors like BOE, Tianma Micro-electronics, Visionox and Shenzhen China Star Optoelectronics Technology Co., Ltd (CSOT) have raced to beef up construction of OLED production line, in the hope of possibly overtaking their Taiwanese peers in the era of OLED.

Meanwhile, Brands like Samsung, Huawei, Apple, OPPO, Royole and Xiaomi have deployed foldable smartphones since the second half of 2018, and some of them have rolled out terminal products. Although such phones are expensive and produced in small volume, the foldable design is likely to be a commonplace in the high-end market after users' urgent needs are met and industrial supply chain becomes mature. All of which will reshape OLED industry.

Global and China OLED Industry Report, 2019-2025 highlights the following:

- OLED industry (definition & classification, industry chain, related fields and technology roadmap);
- Global and China OLED markets (size, prospect, etc.);
- Global OLED competitive pattern (capacity, technology, market share, etc.);
- OLED downstream application markets (handset, TV, wearable device, etc.);
- 16 OLED vendors (Samsung Electronics, LG Display, BOE, etc.) (operation, main products, production layout, production & sales, development strategy, etc.).

Global OLED Market Size and Growth Rate, 2017-2025E



Source: Global and China OLED Industry Report, 2019-2025 by ResearchInChina

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