Flexible Display Technology Market Research Report - Global Forecast to 2023

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Description:

Flexible Display Technology Market Research Report, By Display Type (Bendable, Rollable), By Application (Smartphone), By Technology (OLED), By Material (Polymer), By End-User (Retail, Automotive) — Global Forecast Till 2023

Market Synopsis:
Display technology has transformed from traditional cathode ray tube (CRT) displays to flexible displays. Flexible displays are thin, lighter in weight, rugged, have a high resolution and can be easily folded or rolled without any alteration. This serves new opportunities for the display manufacturers to bring new display features in various applications such as mobiles, laptops, wearables, digital signage and display panels of vehicles. The technology uses active-matrix display such as thin film transistor (TFT) which is built on a plastic substrate. The technology used for flexible displays are Liquid crystal display (LCD), Organic light emitting diode (OLED) and Electronic paper display (EPD).

Increasing demand for electronic products and advancements in display technology are driving the growth of flexible display technology market. The demand for smartphones and wearable devices is increasing among the youths. The manufacturers are constantly trying to build flexible displays for smartphones and other devices to augment customer satisfaction. According to Samsung, the global market revenue for flexible display will grow by CAGR 83.5% and reach US $ 339 million by 2013. Also, the demand for connected and autonomous vehicles are growing which require display for navigation and infotainment services. Furthermore, with the advent of smart city concept, digital signage systems are being widely adopted for advertising, map displays and other purposes. This is expected to elevate the demand for flexible display technology. However, complex manufacturing process of flexible displays is one of the major factor hampering the market growth.

Industry News:
On October 2018, Royole Corporation, a flexible display and smart devices manufacturer launched FlexPai, a foldable device. The device can be bent and rolled and operate as a smartphone as well as tablet. FlexPai has 7.8-inch high resolution screen with 7.6 mm thickness and can be bent for approximately 200,000 times. The device is priced at $1290 and is the world’s first foldable smartphone.

On July 2018, Samsung Display announced that the flexible display panel developed by them has been verified by the Underwriter Laboratories. The flexible display uses OLED technology with an unbreakable substrate and a fortified plastic window. In addition to the smartphones, this display is also feasible for other electronic products such as display consoles for gaming, automobiles, military devices, and tablets.

Global Flexible Display Technology Market, 2017-2023 (USD Billion):
The global flexible display technology market is expected to generate a market value of USD 15 billion by 2023 growing at a CAGR of ~ 35 %.

**Segmentation:**
The global flexible display technology market is segmented into various market segments based on technology, material, display type, display size, and end-user.

- By technology, the market is segmented into liquid crystal display (LCD), organic light emitting diode (OLED), electronic paper display and quantum dot.
- By material, the market is segmented into polymer, glass and glass-reinforced plastic (GRP).
- By display type, the market is segmented into bendable,rollable and foldable.
- By display size, the market is segmented into up to 6’’, 6 – 30’’ and above 30’’.
- By application, the market is segmented into smartphones, tablet, laptop, smartcard, TV, wearable displays, digital signage, e-reader, electronic shelf label, and others.
- By end-user, the market is segmented into automotive, aerospace, retail, transportation, government, utilities and others.

**Regional Analysis:**
The global market for flexible display technology is estimated to grow at a significant rate during the forecast period from 2018 to 2023. The geographical analysis of the flexible display technology market is done for North America, Europe, Asia-Pacific, and the rest of the world.

North America is expected to dominate the flexible display technology market during the forecast period. Well-established economies such as the US, Canada, and Mexico are heavily spending on research and development of display technologies for mobile, laptops, other consumer electronic devices and display technology for connected and autonomous vehicles. Furthermore, the region is also early adopter of technology. This helps to boosts up the market of flexible displays which is another factor fueling the growth of flexible display technology market. Asia-Pacific is expected to grow at a significant rate during the forecast period due to high disposable income of the population leading to increasing adoption of consumer electronics and automotive products. Also, the region is a major hub for semiconductor industries, these industries are constantly trying to develop new display technology which is further driving the market growth.

**Key Players:**
The prominent players in the market of flexible display technology are Samsung (South Korea), LG Display Co., Ltd (South Korea), Sony Corporation (Japan), Atmel Corporation (US), Kent Displays Inc. (US), Universal Display Corporation (US), Novaled AG (Germany), Dupont Display (US), Corning Inc. (US) and Philips Electronics (Netherlands).

Other players include Materion Corporation (US), AU Optronics Corporation (Taiwan), E Ink Holdings Inc. (Taiwan), Innolux Corporation (Taiwan), and Visionox Company (China) among others.

**Intended Audience:**

- Associations, Organizations, Forums, And Alliances
Government Bodies and Departments
Original Equipment Manufacturers
Display Material Providers
Original Device Manufacturers
Technical Universities
Service Providers
Research and Development Companies
Market Research and Consulting Firms
Technology Standards Organizations
Technology Investors

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