

# Global Flexible OLED Display with Focus on Foldable Smartphones Market (2017-2021 Edition)

June 2017



# Global Flexible OLED Display Market Report

## Scope of the Report

The report entitled "Global Flexible OLED Display with Focus on The Foldable Smartphones Market 2017-2021 Edition", provides analysis of the global flexible display market and flexible OLED display market, with detailed analysis of market size and growth, market share and economic impact of the industry. The analysis includes the market by value, by volume, by penetration and by segments.

The report also gives the detailed analysis of the foldable smartphones market. This section includes the market analysis for OLED and flexible OLED display in the field of smartphones and foldable smartphones in specific, along with the discussion on key opportunities, challenges and players in this segment.

Growth of the overall global flexible display market and flexible OLED display market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Samsung Display (Samsung Electronics) and LG Display are the key players, among few small players (like Japan Display, Sony, etc.), who are operating in the global flexible OLED display market. The company profiling of Samsung Electronics, LG Display and Japan Display has been done in the report, which includes business overview, financial overview and business strategies for each company.

## Company Coverage

- Samsung Electronics (Samsung Display)
- LG Display
- Japan Display

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## Executive Summary

A flexible display is a display which is flexible in nature; different from the more prevalent traditional flat screen display used in most electronic devices. The flexible display can be characterized as rugged, light weight, unconventional form factors, non-brittle, able to curve, flex, etc. OLED (Organic Light Emitting Diodes) is a light emitting technology, made by placing a series of organic thin films between two conductors.

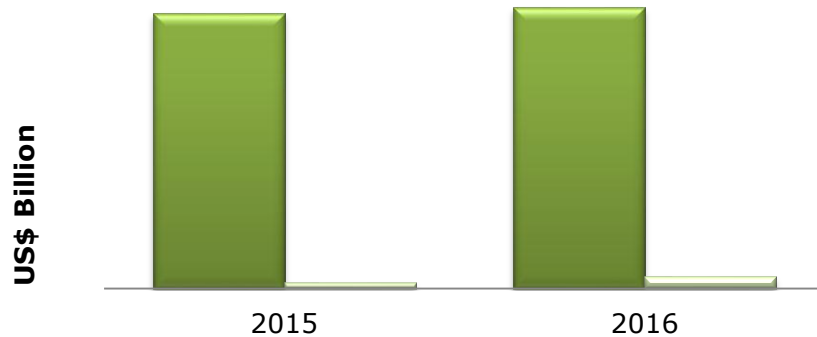
A flexible OLED is based on a flexible substrate which can be either plastic, metal or flexible glass. The plastic and metal panels are light, thin and very durable. The flexible OLED display can be applied to smart card electronic paper, mobile phones, personal computers, large area display, wearable electronics, automotive applications, etc.

The flexible display market can be segmented on the basis of forms, into curved, foldable, rollable, stretchable and flat display. The market can also be segmented on the basis of technology into OLED, LCD, EPD and others. The OLED Display market can be segmented into the AMOLED and PMOLED, however, the report focuses on the AMOLED segment, due to its vast application and use.

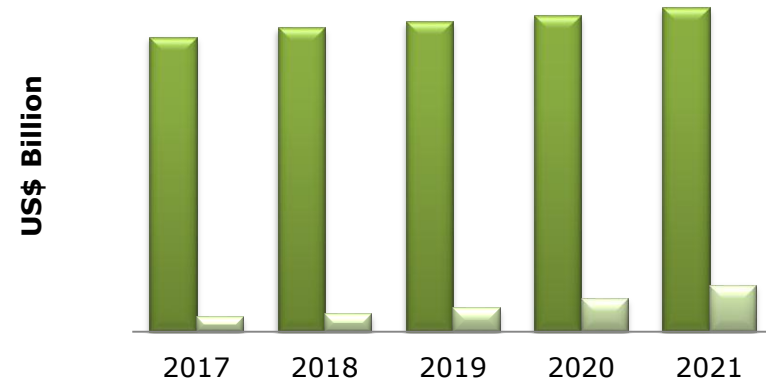
Global flexible OLED display market is expected to increase with a very healthy growth rate during the forecasted period (2017-2021). The global flexible OLED display market is supported by various growth drivers, such as increase in the adoption of OLED smartphones, continuous technological advancement, low costing as compared to LCD, introduction of foldable smartphones etc. Yet, the market faces certain challenges, such as, encapsulation, material challenge, stress challenge, etc.

# Global Flexible OLED Display Market Overview

**Figure: Global Flexible Display Market by Value; 2015-2016 (US\$ Billion)**



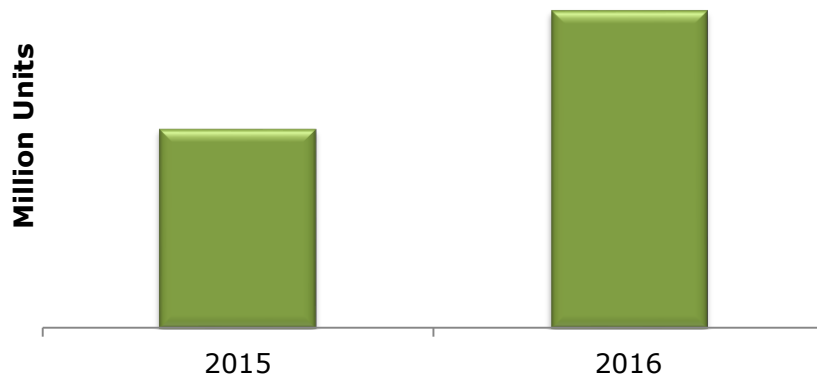
**Figure: Global Flexible Market by Value; 2017-2021(US\$ Billion)**



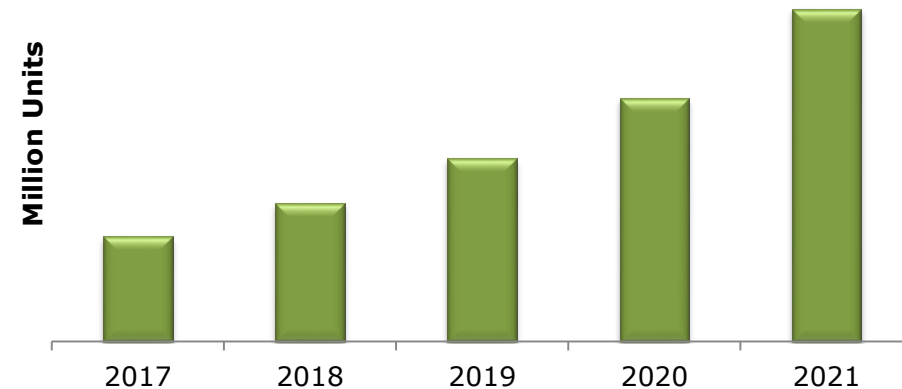
The overall flat display market is estimated to have reached US\$... billion in 2016 and is anticipated to reach US\$... billion in 2021, increasing at a CAGR of ...% over the years 2017-2021.

# Global Flexible OLED Display Market Overview

**Figure: Global Flexible Display Market by Volume; 2015-2016 (Million Units)**



**Figure: Global Flexible Market by Volume 2017-2021 (Million Units)**



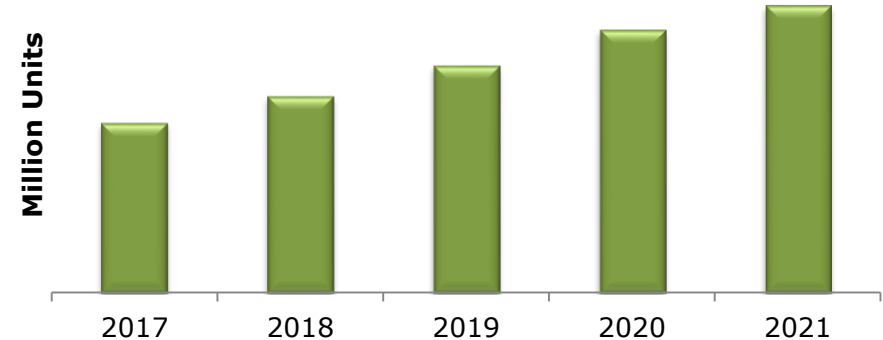
The volume of flexible display market reached ... million units in 2016 in comparison to ... million units in 2016. The same is expected to increase at a CAGR of ...% over the years 2017-2021, to reach .... million units in 2021.

# Global AMOLED Display Market Segment Overview

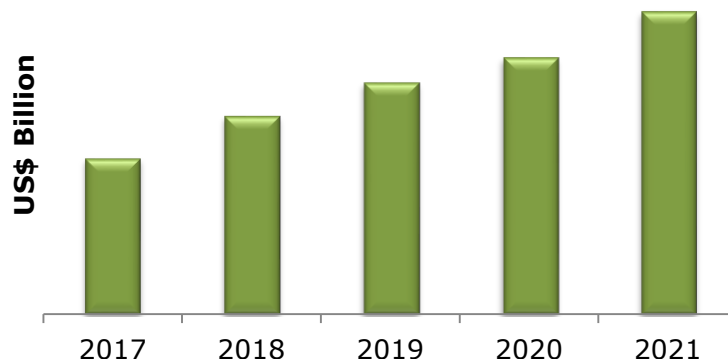
**Figure : Global AMOLED Display Market by Segments; 2016**



**Figure: Global AMOLED Display Market by Volume; 2017-2021 (Million Units)**



**Figure : Global AMOLED Display Market by Value ; 2017-2021(US\$ Billion)**



It is anticipated that by 2021 the AMOLED display market would be reaching to a value of US\$... billion in comparison to US\$...billion exhibiting a CAGR of ...% over the years 2017-2021.

In terms of volume, it is expected that the market would reach to ... million units by 2021.