

# Development Efforts Spur Growth of OLED Adoption

Leatherhead UK - Sustained development efforts in Organic Light Emitting Diode (OLED) technology will drive a CAGR of 44% over the next five years in the market for OLED lighting and displays. The market is poised to grow from \$615 million in 2008 to more than \$6,700 million in 2014 according to a new study by IntertechPira.

Based on primary research and expert analysis, *The Future of OLEDs for Lighting and Displays* offers an insight into the key drivers and trends affecting the OLEDs industry and breaks down the market by product, display type, lighting segment and applications, with five-year forecasts to 2014. Importantly, the study also examines the industry supply chain, market segments and competitive landscape. It also provides a glimpse into the exciting world of new and emerging OLED trends, markets and applications.

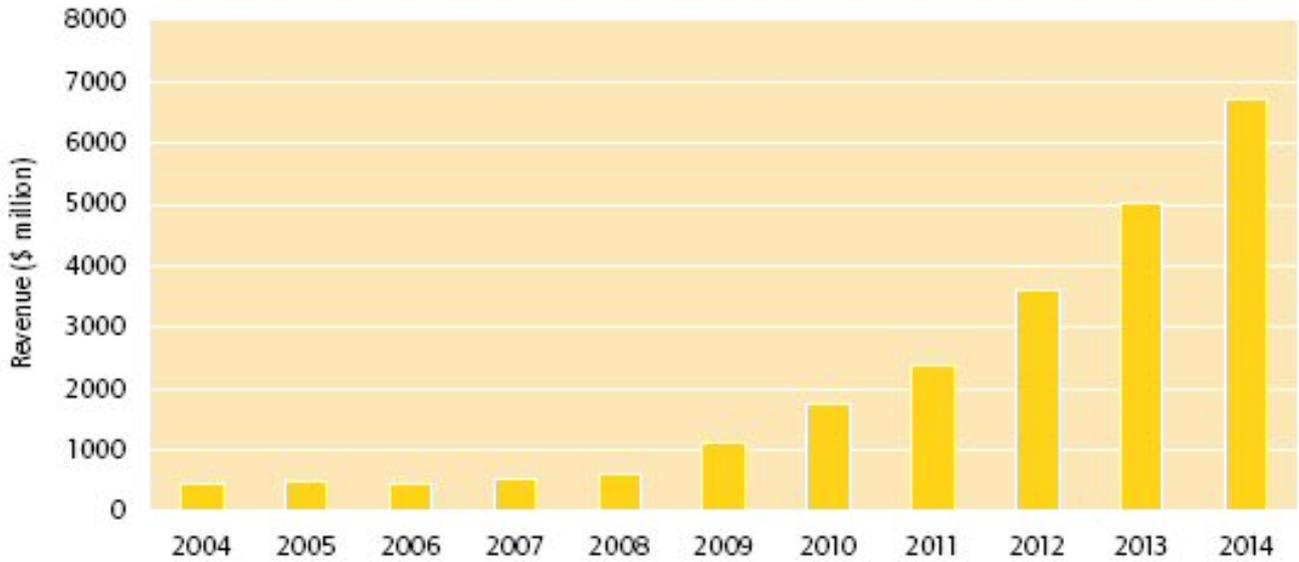
“The OLED industry structure is relatively new and subject to considerable evolution as OLED technology is developed, tested in the market and matures to a stable commercialised state.” explains Publisher Adam Page.

According to the study, at all levels of the OLED supply chain, innovation and intellectual property (IP) development are proceeding rapidly. In the overall OLED display and lighting industry, some of the larger material, component, process, fabrication equipment and end product suppliers are seeking to acquire intellectual property and innovative small companies, as well as to extend their current product offerings to the emerging OLED industry. Over the period 2009-14, IntertechPira predicts continuing evolution of the OLED supply chain stemming from partnering, strategic investments, joint ventures and acquisitions. Because of the synergy in OLED materials and technology development, IntertechPira forecasts that some OLED display manufacturers may extend their product development to include OLED lighting.

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**FIGURE E.1 Market history and forecast for OLED revenue for displays and lighting, 2004–14**



Source: IntertechPira

From 2009 to 2014, IntertechPira expects OLED display revenue to grow with a CAGR of 35%. This will be led by active matrix OLED display revenue for small portable products early in the period and further driven by revenue from active matrix OLED televisions later in the forecast period. Revenue from OLED lighting is predicted to increase from a small base in 2010 and grow with a CAGR of 112% to reach \$1,985 million in 2014.

The markets for OLED lighting and displays are developing differently in different global regions. OLED displays have been shipping in various forms since the late 1990s. During this period the OLED display market has been served principally by Asia-based manufacturers in Japan, Taiwan and South Korea. According to the study, this situation will continue through to 2014 with China taking on an increasing role. In contrast, European end-product firms have made the decision to concentrate on lighting applications of OLEDs.

The study looks in detail at OLED market revenue by display type and lighting segment. From 2009 to 2014 it predicts active matrix OLED display revenue will grow with a CAGR of 42%, while passive matrix display revenue will fall with a CAGR of -3%. Each of the OLED lighting segments is forecast to grow during the period 2009-14 with CAGRs ranging from ~90% to 110%. Market growth for automotive OLED lighting is expected to occur later in the forecast period, but automotive lighting applications of OLEDs will grow strongly from 2011 to 2014 with a CAGR of >100%.

As OLED technology, manufacturing and markets mature, there will be a search for

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broader applications of OLED technology building on the established industrial base. IntertechPira explores a range of new and emerging OLED markets and applications in the study. Tips for the future include illuminated wall coverings, illuminated controls and displays plus therapeutic medical applications such as OLED plasters to treat skin related diseases. The fact that OLEDs are bright and efficient eye-catching light emitters, are very thin, and can be fabricated on flexible substrates using potentially low-cost printing methods, suggests that they may also find many applications in product packaging, signage, point of-purchase displays, illuminated safety signage, clothing, greeting cards, etc

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