

Foldable Display Technology & Market Report

Part of the Display Manufacturing, Technology & Components Service Area Package

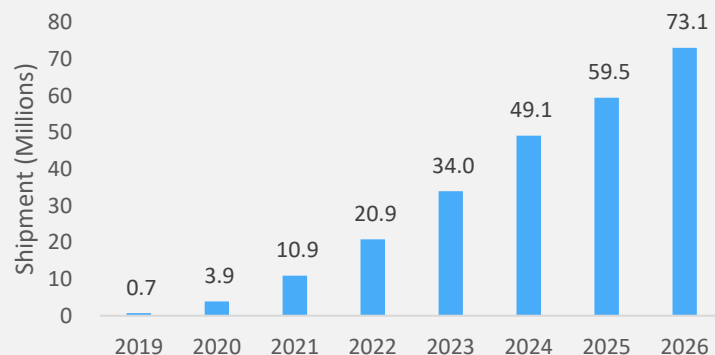
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Foldable AMOLED market is just ready to start in 2020

Since February 2019, a few smartphone brands announced their own foldable device, but only a few of them actually launched the product with limited shipment. Several IT brands also announced laptop prototypes with foldable display at CES 2020. Yet, the initial foldable devices are not perfectly reliable, and are quite expensive compared to conventional smartphones. Thus, the foldable devices still need to improve their usability and reduce their prices.

The foldable display market actually started in 2019, and it is expected to grow by 73 million units in 2026. Omdia forecasts that the foldable device market will gradually replace the current premium and flagship smartphone lineup, as the reliability and costs of foldable display become improved. This forecast is based on various probabilities for cost competitiveness, technical improvement, and form factor attractiveness.



Source: Omdia

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Report Coverage

KEY ISSUES ADDRESSED	COVERAGE	APPLICABLE TO	TABLE OF CONTENT	
<ul style="list-style-type: none"> How much foldable display market can grow in 2025? How much the cost of foldable display will be than conventional displays? What is the most proper technology for foldable display manufacturing? What is the strategies of display makers & device brands for foldable display & device in near future? What is the current supply chain for manufacturing foldable display? 	<p>Frequency, Time Period</p> <ul style="list-style-type: none"> Quarterly forecasts 7-year forecasts <p>Measures</p> <ul style="list-style-type: none"> Unit / Revenue / Area Market Share Average Selling Price Average PPI Cost Estimation <p>Regions, Markets</p> <ul style="list-style-type: none"> Worldwide Including US / China / Japan / Korea / Taiwan 	<p>Product Covered</p> <ul style="list-style-type: none"> Augmented Reality Virtual Reality Smartwatch Smartphone Automotive Tablet PC Notebook PC Monitor TV Public Display Others <p>Technology Covered</p> <ul style="list-style-type: none"> Rigid OLED Display Flexible OLED Display Foldable OLED Display Rollable OLED Display OLED on-Silicon 	<p>Brand manufacturers/OEMs /ODMs for smartphone, notebooks, tablet PCs</p> <ul style="list-style-type: none"> Product planning managers Procurement managers <p>Display panel suppliers</p> <ul style="list-style-type: none"> Product marketing Strategic planning managers <p>Display component suppliers</p> <p>Competitive technology suppliers</p> <p>Investment community</p> <ul style="list-style-type: none"> Fund managers / investors / analysts with interest in display companies 	<ol style="list-style-type: none"> Executive Summary Recent Market Issues Foldable Display Market Forecast Foldable Display Technology Issues Foldable AMOLED Cost Estimation Foldable AMOLED Makers Trend Foldable Device Brands Trend Supply Chain Analysis Appendix <ul style="list-style-type: none"> Rollable OLED TV Panel

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