Transformable display market will grow up to 118 million units in 2029.

Transformable display indicates the displays which have a unique form-factor such as foldable / rollable / stretchable / transparent. These kinds of transformable display have been usually popular for a specific purposed application (such as public display) rather than a general application (such as mobile phone). But during past several years, a few brands announced the rollable TV sets, and a few another brands announced the foldable smartphones or foldable Notebook PC, and the public spaces increased to apply transparent display signage. Recently, the display makers started to develop the stretchable display which can be applied for the free-formed surface such as automotive interior.

The transformable display market is expected to grow by 118 million units in 2029. Omdia forecasts that the various form factors of transformable display will create the new application demand gradually. This forecast is based on various probability with recent market issues, technical improvement trend, form-factor attractiveness and supply chain analysis.
Report Coverage

KEY ISSUES ADDRESSED

- How much transformable display market can grow in 2029?
- What kinds of transformable display are being developing?
- What is the most proper technology for transformable display manufacturing?
- What are the recent issues of display makers & device brands for transformable display & device in near future?
- What is the current supply chain for manufacturing transformable display?

COVERAGE

Frequency, Time Period
- Annual forecasts
- 2-year historical
- 8-year forecasts

Measures
- Unit / Revenue / Area
- Market Share
- Average Selling Price
- Average PPI

Regions, Markets
- Worldwide
- Including US / China / Japan / Korea / Taiwan

Form Factors
- Foldable Display
- Rollable Display
- Stretchable Display
- Transparent Display

Product Covered
- Smartwatch
- Smartphone
- Automotive
- Tablet PC
- Notebook PC
- Monitor
- TV
- Public Display
- Others

Technology Covered
- LCD
- OLED
- Micro LED

APPLICABLE TO

Brand manufacturers/OEMs/ODMs for smartphone, notebooks, tablet PCs
- Marketing managers
- Product planning managers
- Procurement managers

Display panel suppliers
- Product marketing
- Strategic planning managers

Display component suppliers
- Product marketing
- Strategic planning managers

Investment community
- Fund managers / investors / analysts with interest in display companies

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   a. (Same as above)
5. Transparent display
   a. (Same as above)
6. Supply Chain Trend
   a. AUO / BOE / CSOT / LGD / Playnitride / Royole / SDC / Sharp / Tianma / Visionox

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*The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.