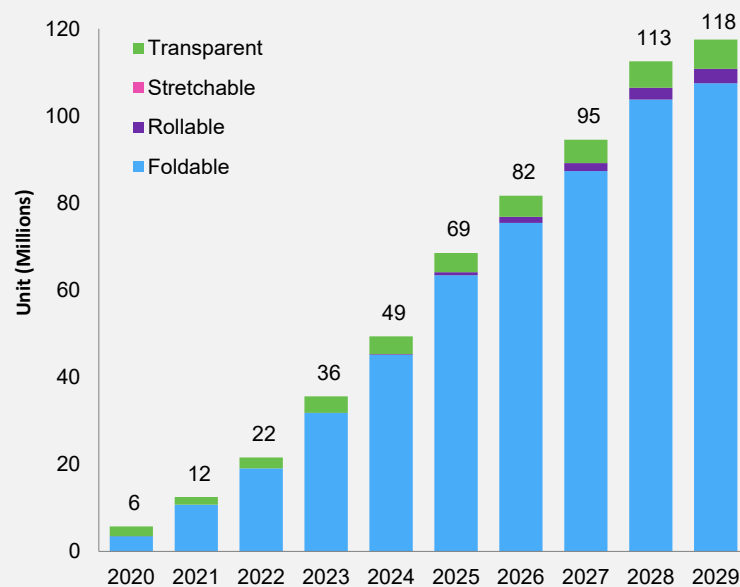


Transformable Display Technology & Market Report - 2022

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

Jerry Kang, Research Manager

Published in June 2022



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

Transformable display indicates the displays which has 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 | COVERAGE | APPLICABLE TO | TABLE OF CONTENT | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> 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? | <p>Frequency, Time Period</p> <ul style="list-style-type: none"> Annual forecasts 2-year historical 8-year forecasts <p>Measures</p> <ul style="list-style-type: none"> Unit / Revenue / Area Market Share Average Selling Price Average PPI <p>Regions, Markets</p> <ul style="list-style-type: none"> Worldwide Including US / China / Japan / Korea / Taiwan <p>Form Factors</p> <ul style="list-style-type: none"> Foldable Display Rollable Display Stretchable Display Transparent Display | <p>Product Covered</p> <ul style="list-style-type: none"> Smartwatch Smartphone Automotive Tablet PC Notebook PC Monitor TV Public Display Others <p>Technology Covered</p> <ul style="list-style-type: none"> LCD OLED Micro LED | <p>Brand manufacturers/OEMs /ODMs for smartphone, notebooks, tablet PCs</p> <ul style="list-style-type: none"> Marketing managers 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> <ul style="list-style-type: none"> Product marketing Strategic planning managers <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 <ol style="list-style-type: none"> Key Findings Foldable display trend <ol style="list-style-type: none"> Recent Issues Market Forecast Technology Analysis Rollable display trend <ol style="list-style-type: none"> (Same as above) Stretchable display trend <ol style="list-style-type: none"> (Same as above) Transparent display <ol style="list-style-type: none"> (Same as above) Supply Chain Trend <ol style="list-style-type: none"> AUO / BOE / CSOT / LGD / Playnitride / Royole / SDC / Sharp / Tianma / Visionox |

CONNECT WITH US

CUSTOMER SUCCESS


customersuccess@omdia.com

SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

 @OmdiaHQ | [omdia.com](https://www.omdia.com)

ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio.* We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies. Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

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