

Technavio analysts forecast the global automotive OLED market to post a CAGR of more than 14% by 2019, according to their latest report.



The research study covers the present scenario and growth prospects of the global automotive OLED market for 2015-2019. Geographically, the market is well-diversified between EMEA with a 36% market share, followed by the Americas with 33% and APAC with 31% as of 2014. Technavio automotive industry analysts have highlighted the following three factors that are contributing to the growth of the global automotive OLED market. They are:

Design flexibility

Technavio analysts state that OLED lighting panels have reshaped the lighting panel market. Products fitted with OLED technology have superior attributes such as design flexibility, low power consumption, enhanced light source, and thinner size. Flexible ultra-thin OLEDs enable manufacturers to integrate the lighting elements into the interior of the automotive. Global automotive OLED market to reach 7.74 million units by 2019

Inherent advantages

OLEDs are comprised of organic components, whereas LEDs constitute inorganic components that result in less efficient lighting. This makes the OLED lighting products more favorable in terms of efficiency and durability compared to LEDs. Furthermore, OLEDs do not require thermal management systems, unlike that of LEDs. OLED lighting products produce soft and natural light with a broad color range, high sustainability, transparency, and easy implementation, which makes their scope much wider in automotive applications.

Structural advantage

The production of an OLED includes the use of organic layers and metallic diodes. OLEDs are easier to produce and can be made to any size according to the requirement. The plastic nature of OLEDs makes it easy for the developer to design and structure accordingly. The layers of OLEDs are much thinner compared to the inorganic crystal layers of LEDs. The emissive and conductive layers of an OLED can also be multi-layered.