



A report released by TrendForce says the global LED market has witness its first YOY decline in 2015. A number of major shifts took place in the global LED package revenue ranking for 2015, on account of heated competition amongst leading LED companies. In a bid to undercut one another, most of the major players faced reduced incomes in 2015. In addition, owing to the US dollar's appreciation, the revenues of some companies fell even further.

## Global revenue ranking of LED

Rank	Company	Growth rate 2015
1	Nichia	-5%
2	Osram	-1%
3	Lumileds	+3%
4	SamSung	-16%
5	Seoul SC	+1%
6	Everlight	-12%
7	CREE	-20%
8	LG Innotek	-31%
9	MLS	-1%
10	Liteon	0%

In spite of all such challenges, Nichia managed to lead the LED global market with Osram Opto and Lumileds following closely. On the other hand, most of the South Korean manufacturers including Samsung LED faced revenue declines owing to heated price wars in the LED backlight sector.

Owing to high entry barriers and comparatively less challenges, the automotive LED market did not suffer to that extent. The performance of the top 3 makers Nichia, Osram Opto and Lumileds was extremely good and at present these giants control around 70% of the global automotive LED market.

In this segment, customers focus more on optical design, supply chain management and product reliability rather than price. Hence, many manufacturers look upon the automotive LED application as the new stepping stone for expanding its reach.

Most of the South Korean manufacturers faced sharp decline since their group companies paid attention to OLED rather than backlight applications.