

### IDTechEx

According to an IDTechEx report, the market potential for OLED lighting across all major lighting sectors is immense. They forecast that the market will grow to USD \$2.2bn in 2026. However, the market growth will be very slow until 2019-20, when the overall sales at the panel level will remain below \$200m globally.

The challenge facing OLEDs is identifying paths for differentiation. This differentiation challenge is a critical strategy question as many companies already have a successful and growing business in the LED sector, according to the report.