

POLED Panel Market Expected to Reach \$5.2 Billion by 2032

Major countries in each region are mapped according to their revenue contribution to the global POLED panel market forecast

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The POLED panel market is expected to grow during the forecast period, owing to increase in use of POLED panel in automotive industry, and surge in energy efficient POLED panel for wearables”

Allied Market Research

According to a new report published by Allied Market Research, titled, "[POLED Panel Market Forecast by Type, Application: Global Opportunity Analysis And Industry Forecast, 2023-2032](#)," the poled panel market was valued at \$836.82 million in 2022, and is estimated to reach \$5.2 billion by 2032, growing at a CAGR of 20.1% from 2023 to 2032.

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POLED panel, or plastic organic light-emitting diode, is a display technology that employs plastic organic materials to emit light when an electric current passes through them. Unlike traditional OLED displays that utilize glass substrates, POLED panel displays use flexible plastic substrates, making them lighter, slimmer, and more resilient. These displays produce vivid colors, excellent contrast ratios, and wide viewing angles, making them suitable for diverse applications.

One primary use of POLED panel displays lies in the consumer electronics sector, particularly in smartphones and wearable devices. The flexibility of POLED panel screens enables manufacturers to create curved and foldable displays, offering innovative and stylish designs that enhance the user experience. Moreover, their energy efficiency contributes to longer battery life in portable devices.

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In the automotive industry, POLED panel displays find significant application in instrument clusters, infotainment systems, and heads-up displays (HUDs). The flexibility of POLED panels allows them to be integrated into curved surfaces and dashboards, optimizing space utilization

while providing clear visuals for drivers and passengers. Additionally, their self-emissive property eliminates the need for a backlight, reducing power consumption and enhancing visibility in different lighting conditions.

The medical and healthcare sectors also benefit from POLED panel industry in medical devices, patient monitoring systems, and wearable health trackers. The lightweight and flexible nature of POLED panels make them comfortable for patients, facilitating the creation of portable medical devices and a best option for AMOLED. Their high-quality imaging capabilities are crucial for accurate visualization of medical data, supporting healthcare professionals in their decision-making [process](#).

The surge in POLED panel adoption within the automotive sector is a primary catalyst that propels the growth of the POLED panel market. Automakers embrace these displays to enhance user experience, integrate advanced features, and capitalize on their flexible, slim design that seamlessly integrates into various applications, including dashboards, infotainment systems, and heads-up displays. The rise in demand for POLED panels in the automotive industry augments the overall market expansion.

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In addition, the rise in demand for energy-efficient POLED panels in wearable technology is a major factor that is expected to drive growth of the POLED panel market during the forecast period. The market's upward trend is being fueled by the increase in popularity of these displays in wearable technology, which is rendered by their low power consumption, which significantly improves battery life, making them perfect for smartwatches, fitness trackers, and other wearable devices for POLED panel market growth.

The POLED panel market analysis is segmented into type, application, and region. On the basis of type, the market is classified into flexible pOLED displays, foldable pOLED displays, and others. In 2022, the flexible pOLED displays segment dominated the market, and it is expected to acquire a major market share till 2032. Depending on application, the market is categorized into smartphones and wearables. The smartphones segment acquired the largest share in 2022 and wearables segment is expected to grow at a significant CAGR from 2023 to 2032.

Region-wise, the POLED panel Market trends are analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, and rest of Europe), Asia-Pacific (China, Japan, India, South Korea, and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa).

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The global poled panel market size was valued at \$836.82 million in 2022.

The flexible poled displays segment was the highest revenue contributor to the market, with \$637.35 million in 2022, and is estimated to reach \$4,122.57 million by 2032, with a CAGR of 20.56%..

The smartphones segment was the highest revenue contributor to the POLED panel market share.

North America was the highest revenue contributor, accounting for \$322.93 million in 2022, and is estimated to reach \$1,985.39 million by 2032, with a CAGR of 19.95%. Europe is estimated to reach \$1,511.46 million by 2032, at a significant CAGR of 20.42%.

The key players profiled in the report include LG DISPLAY CO., LTD., Motorola Mobility LLC (Lenovo), Google (Alphabet Inc.), and Apple Inc. Market players have adopted various strategies such as product launch, and business expansion to expand their foothold in the POLED panel display market.

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