

NEWS RELEASE



OLED Lighting Market Forecast

According to ElectroniCast -- OLEDs in Lighting reached \$144.5 Million in 2015

Aptos, CA (USA) – February 26, 2016 -- ElectroniCast Consultants, a leading market & technology forecast consultancy, today announced their market forecast of the worldwide consumption of organic light emitting diodes (OLEDs) in lighting applications.

According to the report, the worldwide consumption value of OLEDs use in lighting reached \$144.5 million in 2015.

The market for OLEDs used in lighting is relatively new and it is still open for new competitors and brands. ElectroniCast forecasts that the Asia Pacific (APAC) region will maintain control of the leadership role in relative market share, driven by Japan's early implementation, as well as strong take-rates in the Republic of Korea and in the People's Republic of China (China is emerging as an important market for OLEDs).

"The consumption value of OLEDs in lighting in the APAC region reached a 51 percent relative market share in 2015. We forecast that eventually the American region, led by the United States will move into the second-place position, growing at a faster annual pace versus EMEA and APAC during the forecast period," said Stephen Montgomery, Principal Analyst at ElectroniCast.

According to the report – Quantity/unit volume of OLED-based lighting is forecast to continue to climb at explosive growth rates through the year 2025; however, sharp decreases in average selling prices will eventually cause the overall market value to decrease after peaking in 2023.

The definition for lighting in this study includes general lighting, which is used to provide the main illumination of an area. The lighting category also includes specialized lighting, such as directional, supplementary, and architectural lighting, as well as OLED panels/tiles used in vehicles for the main purpose of lighting. However, OLEDs used in signage, TVs, displays, and signals are not included in the market forecast data for this study.

"OLED lighting is environmentally friendly, mercury-free, and ideal as next-generation lighting. Because of their extreme thinness, lightness, low electric power consumption, and use as a surface light source, OLEDs enjoy a wide range of potential applications," Montgomery added.

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This market forecast report is available immediately from ElectroniCast Consultants. For detailed information on this or other services provided by ElectroniCast, please contact Theresa Hosking, Marketing/Sales; thosking@electronicastconsultants.com (Telephone/USA: 831-708-2381)

ElectroniCast Consultants – www.electronicast.com specializes in forecasting trends in technology forecasting, markets and applications forecasting, strategic planning and consulting. ElectroniCast Consultants, as a technology-based independent forecasting firm, serves industrial companies, trade associations, government agencies, communication and data network companies and the financial community. Reduction of the risk of major investment decisions is the main benefit provided. ElectroniCast Consultants' goal is to understand the challenges and opportunities facing clients and to provide timely, accurate information for strategic planning.

According to ElectroniCast – The APAC Region held a 51% Market Share in 2015 ...

**OLEDs Used in Lighting
Global Market Forecast, By Region
(US\$144.5 Million in 2015)
Source: ElectroniCast Consultants**

