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2014

# South Korea LED Lighting Market Outlook 2018

- Backlighting Units to Drive LED Growth

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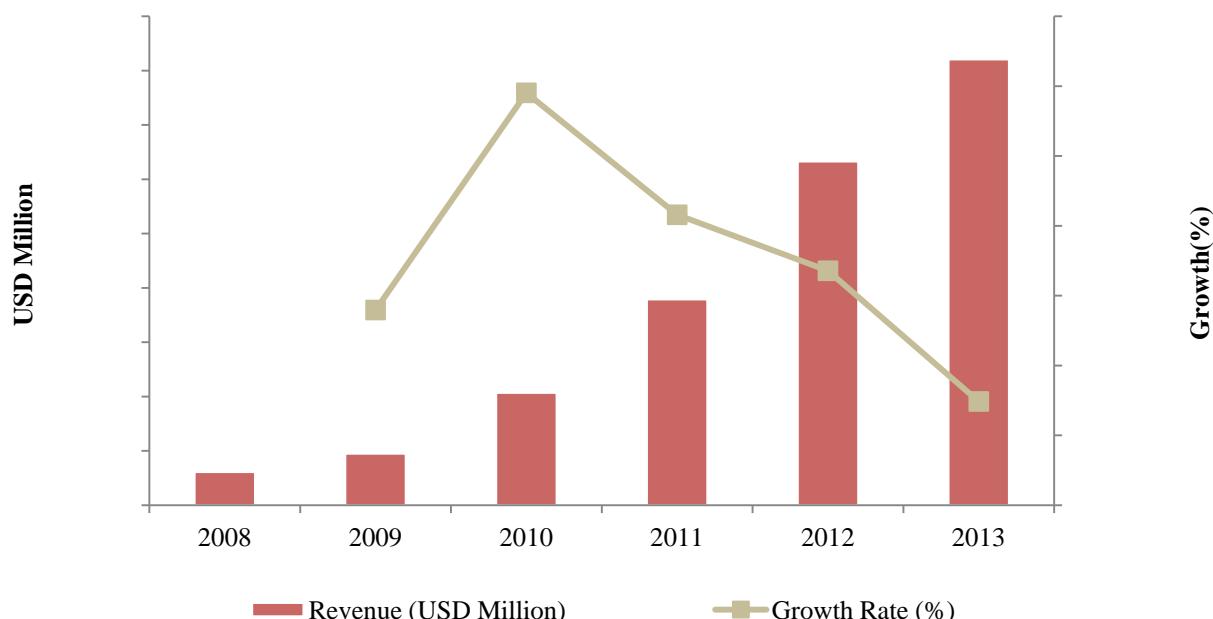


## SOUTH KOREA LED LIGHTING MARKET SIZE BY VALUE, 2008-2013

The opportunities for Light Emitting Diodes in South Korea lighting market has materialized in automotive, communications, signage, signaling, entertainment and architectural sectors. Furthermore, the prospects for LEDs illumination in the general lighting segment mainly in the residential and commercial sector have emerged in the recent years. Various standards and specifications by the government had already been introduced for manufacturing of LED lighting products. With constant government efforts to promote its usage in different application sectors, especially in the general lighting segment, a greater demand for LED lighting products has been witnessed in the country...

The LED market in South Korea in 2013 was valued at USD ~ million, which was ~% higher than 2012. The LED lighting market in the country has enhanced at a remarkable CAGR of ~% from 2008 to 2013, due to the improvements in three main areas namely: applicability, availability and affordability of LEDs from the perspective of end users...

**Figure: South Korea LED Lighting Market Size by Value in USD Million and Growth in Percentage (%), 2008-2013**



# SOUTH KOREA LED LIGHTING MARKET SEGMENTATION

## BY APPLICATIONS, 2013

LED lighting market in South has been segmented on the basis of usage of LED lighting products in different application sectors. LEDs are primarily used in general lighting, backlighting in LCD TVs and monitors, in automobiles among others. The largest LED application segment is for backlighting purposes in television sets such as LED TVs...

...General lighting, which includes all those LED lights which are used for illumination purpose is the second largest segment of LED lighting market in South Korea. In 2013, the market size of general LED lighting products in South Korea was USD ~ million...

...Lastly, LEDs are also used for some other purposes such as LED lights used as aviation obstruction lights, infrared LEDs used in remotes, personal lighting purpose, in various devices such as projectors and others. This segment contributed a small share of nearly ~% of the total LED lighting market revenue, accounting for revenue of USD ~ million in 2013...

**Table: South Korea LED Lighting Market Segmentation by Types of Applications on the Basis of Revenue in USD Million, 2013**

Application Sectors of LED Lighting	Revenue in USD Million, 2013
Backlighting( TVs, Monitors)	
General Lighting	
Cell phone	
Signage	
Automobiles	
Others (Personal Lighting, Projectors)	
<b>Total</b>	



## BY DISTRIBUTION CHANNELS, 2008-2013

South Korea LED lighting market is segmented on the basis of sales through different types of distribution channels present in the market. These comprise of domestic/ local dealers, authorized dealers, retail stores and online channels. The domestic and local dealers account for the maximum share of ~% in the total market revenue, as observed in 2013...

**Figure: South Korea LED Lighting Market Segmentation by Distribution Channels on the Basis of Revenue Contribution in Percentage (%), 2008-2013**



## TRENDS AND DEVELOPMENTS IN SOUTH KOREA LED LIGHTING MARKET

### SMART LED LIGHTING PRODUCTS TO SHAPE THE FUTURE OF LIGHTING MARKET

LED lighting is one of the recent lighting technologies in South Korea that controls the ON/OFF condition of lighting in a building. The concept of 'Smart lighting' is basically integrating LED lighting with advance lighting control systems that detects the presence of a human being and adjusts the lighting accordingly, thereby saving energy...

Smart lighting solutions would help in controlling the operating hours, brightness and dimming levels of LED lights automatically...

### EVOLVING 'OLED' TECHNOLOGY

OLED is a light emitting diode in which the emissive layer is a film of organic compound that emits light when electricity is passed through it. OLEDs are set to take LED lighting to an advanced level in lighting solutions...

...Companies such as Samsung Electronics, LG and others have introduced OLED TVs in the marketplace. These OLED TVs consist of organic LED panels. The independently lighted OLEDs do not require a common backlight, which enables each OLED to control its own luminescence thereby, creating a brighter and clearer picture than LED TVs.

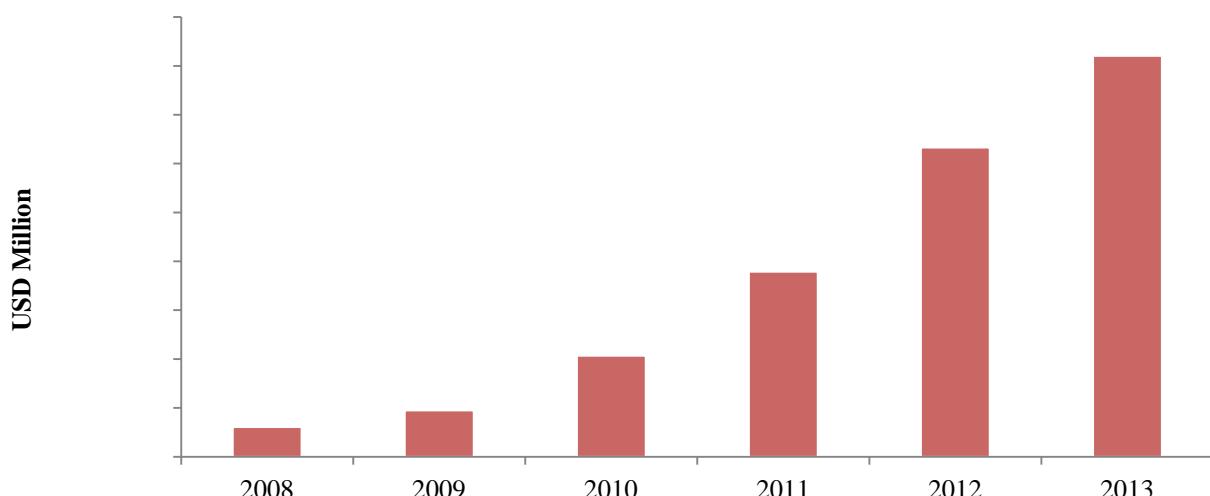


## SOUTH KOREA LED PACKAGES MARKET SIZE, 2008-2013

Packaging is a process through which LED is prepared. A very large gamut of packaging technologies are being used to prepare high power LED lighting products. Each LED lighting product is unique in its packaging technology, choice of substrate material and the way of combination of various components to form the LED...

... The total revenue generated by packaged LED market in the country was USD ~ million in 2013 as compared to USD ~ million in 2012, showcasing a growth of ~% during the year. The packaged LED market in South Korea has grown at a remarkable CAGR of ~% over the period 2008-2013...

**Figure: South Korea LED Packages Market Size by Revenue in USD Million, 2008-2013**



# COMPANY PROFILES OF MAJOR PLAYERS IN SOUTH KOREA LED LIGHTING MARKET

## SAMSUNG ELECTRONICS Co. LTD.

### BUSINESS OVERVIEW

Samsung Electronics Co. Ltd. was established in 1969 in Suwon, South Korea. It is the flagship subsidiary of Samsung group amounting to 70% of the total group's sales revenue as recorded in 2012. Samsung is a global company with more than 285 overseas operations in more than 67 countries across the globe. It is the world's largest electronics and information technology company. The company has retained its number one position in terms of the sales of TV sets since 2006 with increasing sales every year...

**Table: Business Divisions of Samsung Electronics by Segments**

Business Divisions	Product Sub- Segments
Consumer Electronics	Visual Display Business Digital Appliances Business
IT and Mobile Communications	
Device Solutions	

## SOUTH KOREA LED LIGHTING MARKET FUTURE OUTLOOK AND PROJECTIONS, 2014-2018

The South Korea LED lighting market is expected to grow at a positive double digit rate of ~% compounded annually from 2013 to 2018 as compared to ~% during 2008-2013. The period of 2008-2013 was majorly influenced by government regulations and policies and initiatives for promoting LED lighting product sales in the country and replacing the traditional incandescent lamps with LED bulbs. The huge growth rate during 2008-2013 could be attributed to the early acceptance of the LED lighting technology in the country...

**Figure: South Korea LED Lighting Market Future Projections by Revenue in USD Million and Growth in Percentage (%), 2014-2018**

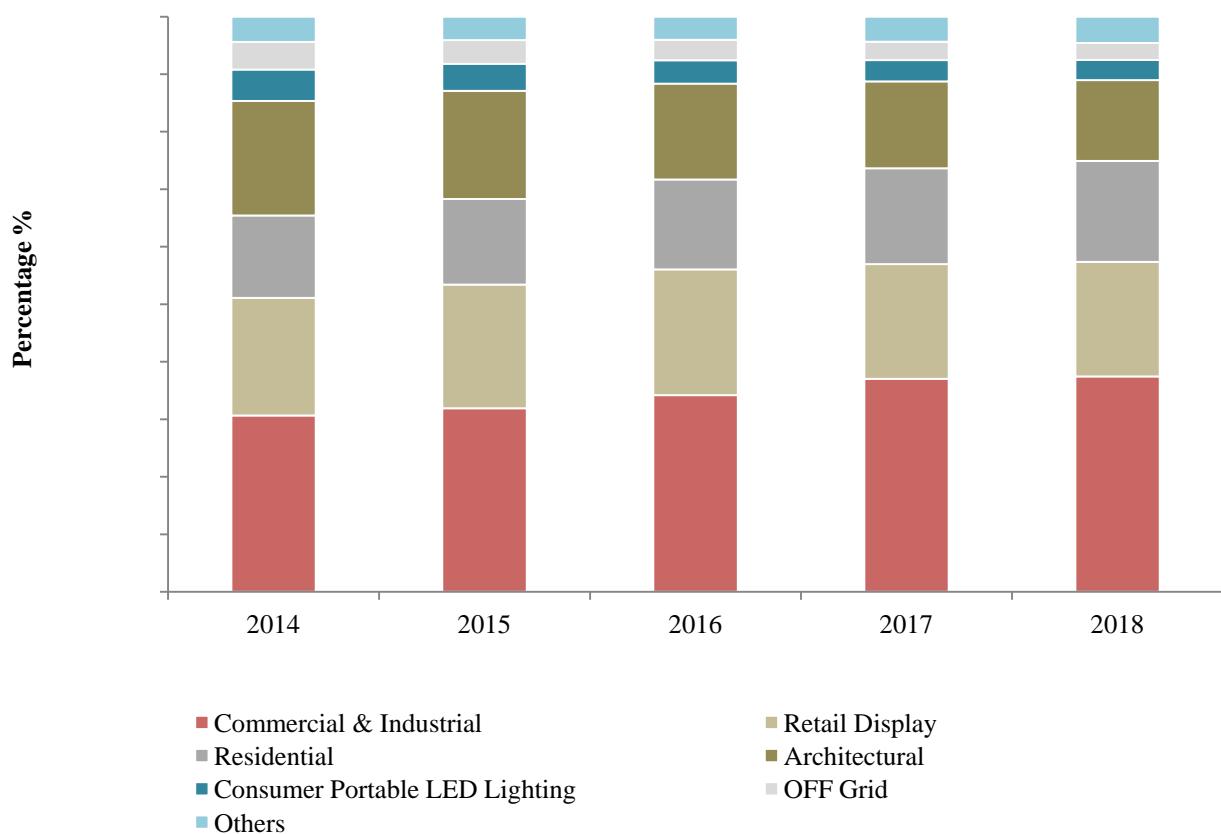


### BY END USERS, 2014-2018

The Commercial & Industrial segment is expected to dominate the South Korea LED lighting market over the period 2014-2018. The Commercial & Industrial segment is projected to account for ~% share of the total revenue from the LED lighting market in the country and is anticipated to rise to USD ~ million in 2018 as compared to USD 138.3 million in 2013...



**Figure: South Korea LED Lighting Market Future Projections by End Users on the Basis of Revenue Contribution in Percentage (%), 2014-2018**



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