Desktop Monitor Market Tracker

Part of the Consumer Electronics & Display Applications Service Area Package
A single, comprehensive resource that provides indispensable coverage of desktop monitor markets. Backed by a global team of analysts it offers the most detailed, reliable coverage in the industry by brand, display technology, size, resolution and market vertical for both standalone monitors as well as all-in-one (AIO) PCs.

“Desktop monitor demand remains consistent but dynamic with upside as work and learning shift between office, school and home, each carrying unique product requirements.”

Hidetoshi Himuro
Senior Principal Analyst
Desktop Monitor Market Tracker

Part of the Consumer Electronics & Display Applications Service Area Package

HOW OMDIA HELPS YOU

• Understand the growth of the market through quarterly tracking and forecasting by size, resolution and region
• Learn about advanced features like touch, high refresh rate and curved screens
• Recognize opportunities and risks in specific regions
• Benchmark market share and product mix by region, size and technology
• Formulate product and pricing strategies

KEY QUESTIONS ADDRESSED

• How quickly is the UHD, curve, gaming (100hz+), portable, slim border and touch monitor market growing?
• What are the fastest growing screen sizes by region?
• What is the split between consumer and commercial desktop monitor and Multi function monitor sales by brand and region?
• What price segments are expected to see the most growth?
• What is the adoption of different video display interfaces in monitors?
• Who is the major brand in each region?
Desktop Monitor Market Tracker: Our Expert Analyst

Hidetoshi Himuro
Senior Principal Analyst, Monitor, Specialty & New Opportunities

Nina Rao
Research Analyst, Americas

Jeff Lin
Senior Principal Analyst, Mobile PC

Cindy Liu
Senior Analyst, Public Display, China

Ken Park
Senior Research Manager, Professional AV & TV, Korea
Market Tracker

Desktop Monitor Market Tracker

A single, comprehensive resource that provides indispensable coverage of desktop monitor markets. Backed by a global team of analysts it offers the most detailed, reliable coverage in the industry by brand, display technology, size, resolution and market vertical for both standalone monitors as well as all-in-one (AIO) PCs

<table>
<thead>
<tr>
<th>DETAILS</th>
<th>COVERAGE</th>
<th>COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: Quarterly update</td>
<td>Data Covered</td>
<td>Technology Covered</td>
</tr>
<tr>
<td>Deliverables</td>
<td>- Excel</td>
<td>• Display (size, resolution, aspect ratio, area, PPI)</td>
</tr>
<tr>
<td>- Preliminary data</td>
<td>• Shipments, revenues, and ASPs for Desktop Monitors segmented by:</td>
<td>• Emerging Technologies</td>
</tr>
<tr>
<td>- History and forecast pivot tables</td>
<td>• Display technology and application (monitor, all-in-one PC)</td>
<td>• Curved Monitor</td>
</tr>
<tr>
<td>- PowerPoint Analysis</td>
<td>• Worldwide or by regions (North America, Eastern Europe, Western Europe, Middle East &amp; Africa, China, Japan, Asia &amp; Oceania and Latin America &amp; the Caribbean)</td>
<td>• High frame rate Monitor (Gaming Monitor)</td>
</tr>
<tr>
<td></td>
<td>• More than 25 different brands, and over 100 screen size and resolution combinations</td>
<td>• Slim Border Bezel Monitor</td>
</tr>
<tr>
<td></td>
<td>• Q/Q or Y/Y Growth rate by each segment</td>
<td>• Touch Monitor</td>
</tr>
<tr>
<td></td>
<td>• Shipment by Pixel per Inch, by Average screen size, by Glass Area</td>
<td>• Portable Monitor</td>
</tr>
<tr>
<td></td>
<td>• Historical shipments by end market, commercial versus consumer (by region and brand), bundle type—stand-alone vs. bundled (by region), application (consumer vs. commercial)</td>
<td>• Video interface type</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• HDMI, DisplayPort/Thunderbolt, VGA, DVI, USB Video</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Wide Viewing Angle</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• TN/VA/IPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Multi-Function-Monitor (includes over-the-air tuner)</td>
</tr>
</tbody>
</table>
## Table of Contents

### Desktop Monitor Shipment Results and Analysis
- Executive Summary

### LCD Monitor Shipment Result and Analysis
- LCD Monitor Shipment trend by Region
- LCD Monitor Shipment trend by Brand by Region
- LCD Monitor Revenue and ASP trend
- LCD Monitor Shipments trend by size, by resolution
- LCD Monitor Shipment – Emerging Technologies

### All in One PC Shipment Result and Analysis
- All in One PC Shipment trend by Region
- All in One PC Shipment trend by Brand by Region
- All in One PC Revenue and ASP trend
- All in One PC Shipments trend by size, by resolution

### All in One PC Shipment Forecast and Analysis
- All in One PC Shipment and Revenue Forecast
- All in One PC Shipment Forecast by Size Range

### Special Topics such as:
- Gaming Monitors
- Portable Monitors
- Monitors with USB-C video Interface
- COVID-19 makes demand surge for remote working

---

**Information Classification: General**
About Omdia’s Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.
## Related Content: Display and Consumer Devices Service Area Coverage

<table>
<thead>
<tr>
<th>SERVICE AREA PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumer Electronics &amp; Display Applications</strong></td>
</tr>
<tr>
<td><strong>Intelligence Services</strong></td>
</tr>
<tr>
<td>TV Sets</td>
</tr>
<tr>
<td>Smart Home</td>
</tr>
<tr>
<td>Mobile PC</td>
</tr>
<tr>
<td>Smartphone</td>
</tr>
<tr>
<td>Desktop Monitor</td>
</tr>
<tr>
<td>LED Video Displays</td>
</tr>
<tr>
<td>Digital Signage &amp; Prof</td>
</tr>
<tr>
<td><strong>Viewpoint &amp; Spotlight Services</strong></td>
</tr>
<tr>
<td>Consumer Electronics Viewpoint</td>
</tr>
<tr>
<td>TV Sets Spotlight</td>
</tr>
<tr>
<td>Smartphone Spotlight</td>
</tr>
<tr>
<td>Digital Signage &amp; Prof Spotlight</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

**Draw on our expertise**
- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

- **Tom Coate**
  Customer Success Manager

- **Kären Dyer**
  Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.