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Automotive Display Market Tracker

Part of the Automotive Display Intelligence Service Package

Provide a comprehensive analysis of the application market, top-tier display suppliers' competitive landscape analysis, business performance, capacity, and tier one's panel sourcing supply chains.

Automotive Display Intelligence Service
MSCD-101105

“ The automotive industry is undergoing a digital transformation powered by AI, leading to a future of software-defined vehicles. The industry is embracing display-based UIs for control and intelligent awareness, coupled with in-cabin AI into the future. ”

Stacy Wu
Principal Analyst

QM&A

Automotive Display Market Tracker: Deliverables



MARKET TRACKERS

—Quarterly—

- Automotive Display Market Tracker



DATABASES

—Quarterly—

Automotive Display Market Tracker- Historical
Automotive Display Market Tracker –Forecast
Automotive Display Market Tracker – Supply Chain

Automotive Display: Market Tracker

Automotive Display Market Tracker : Quarterly

Application market, supplier's competitive landscape, and tier one/OEM supply chain dynamics

Frequency: Quarterly

Deliverables

- Historical and +2 quarter rolling by display makers database Long term forecast database
- Panel shipment supply chain database
- Quarterly finding report

Research Focus

- In-depth key automotive display panel application specifications (size, resolution, technology, ASP, PPI)
- Comprehensive analysis about tier 2 (panel suppliers) suppliers' business situation, technology development and capabilities.
- Analysis of the tier 1's and car makers' display panel sourcing strategies

Contents

- Automotive Display Market short term and long term analysis (quarterly update)
- Tier one's Supply Chain and Sourcing Strategies Analysis (semi-annually update)
- Panel Suppliers' Competitive Landscape Analysis (semi-annually update)
- Panel supplier automotive business review (quarterly update)
- Automotive displays at major tradeshow

MORE MARKET TRACKERS

Automotive Display Market Short-term and long term analysis

Frequency: Quarter

- Instrument Cluster Display
- Head Up Display
- Center Stack Display
- Rear Seat Entertainment Display
- Rear View Mirror Display
- Other Monitor Display
- Whom supplies whom: supply chain review

Tier one's Supply Chain and Sourcing Strategies Analysis

Frequency: Semi-annual

- Alpine
- Bosch
- Continental Automotive
- Denso
- Panasonic
- LG VC
- Hyundai Mobis
- Nippon Seiki
- Visteon

Panel Suppliers' Competitive Landscape Analysis

Frequency: Semi-annual

- Corporate financial performance
- Business performance
- Product portfolio
- Customer coverage
- Capacity and technology strategies

Panel supplier automotive business review

Frequency: Quarter

- AU Optronics (AUO)
- BOE
- ChinaStar
- Giantplus
- Innolux
- Japan Display Inc. (JDI)
- LG Display (LGD)
- Sharp Display (Sharp)
- Samsung Display
- JDI
- Tianma
- Truly
- HKC Display

Automotive displays at major tradeshow

- Key tradeshow at the research period

Automotive Display Market Tracker : Quarterly Database and Analysis

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Automotive Display Market Tracker – Pivot – Forecast – 4Q21
April 2022

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Automotive Display Market Tracker – 4Q21 Analysis | April 2022

GM remains to be Innolux's major customer

Innolux Automobile monitor display shipment (K unit)- quarterly

Quarter	Center Stack Display	Instrument Cluster	Automobile Monitor (Others)	YoY %
4Q20	2,400	400	949	-4.1%
1Q21	2,300	400	972	14.1%
2Q21	2,200	400	1,016	22.4%
3Q21	1,800	400	1,202	6.1%
4Q21	1,700	400	1,067	-2.9%
1Q22F	1,500	400	820	-13.1%

Innolux' performance by application, 2021
(thousands of units, year on year ratio)

Application	Unit (K)	YoY	MKT Share	Rank
Center Stack Display	8,222	8.2%	8.4%	5
Instrument Cluster	2,414	-0.5%	3.8%	7
eMirror	-	-	-	-
Head Up Display	251	-	4.4%	6
Rear Seat Entertainment	-	-	-	-
Automobile Monitor (Others)	4,257	12.4%	23.1%	2
Total	15,144	9.2%	8.1%	6

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INX customer mix, 2021
(thousands of units, year on year ratio)

Application	Unit	YoY	Share
GM	6,759	7%	44.6%
Panasonic	827	114%	5.5%
Audi	815	-6%	5.4%
BMW	523	2%	3.5%
Nippon Seiki	434	-1%	2.9%
Alpine	402	12%	2.7%
Bosch	229	-30%	1.5%
Harman	128	58%	0.8%
Desay SV	95	-	0.6%
Others	4,932	10%	32.6%
Total	15,144	9%	100.0%

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Service Area Package:
Small & Medium Displays & Touch Interface

Small Medium Display Market Tracker	Small Medium Display Supply Chain Tracker
OLED Display Market Tracker	Smartphone Display Intelligence Service
Automotive Display Market Tracker	Automotive Display Intelligence Service
Touch Display Module Interface Intelligence Service	

About Omdia's Small & Medium Displays & Touch Interface Research

Industry's most comprehensive research including critical information on small & medium displays and display user interface markets. Based on unparalleled primary research methodology, Omdia provide detailed parameters and insight analysis on the market outlook, display ASPs, technology trend, supply chain and much more.

Service area coverage include: Small & medium displays with emphasis on Smartphone, Tablet PC, Smartwatch and emerging applications; Automotive displays including CSD, ICD and HUD; Display-based user interface including touch for IT /CE and commercial applications, fingerprint sensing on display and cover lens).

Omdia helps subscribers to identify critical market trends with our proprietary database and insights helping to create better business plan and strategy.

Intelligence Service /Tracker	Spotlight service	One-off Report	2024 Planned Product
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Analyst Coverage




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Stacy is an experienced analyst in Omdia's display research team, covering small and medium displays. She focuses on automotive displays, smartphone displays, and wearable displays. As a Principal Analyst, she covers small and medium display shipments, supply chain, pricing, and business strategy analysis. She is the lead analyst of the automotive display intelligent service.

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