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OLED Display Market Tracker

Part of the Small & Medium Displays & Touch Interface Service Area Package

This tracker covers the entire range of OLED displays shipped worldwide and regionally and delivers the industry's most insightful look at historical shipments and forecast projections for the OLED display market. New OLED applications, models, product trend analysis, and OLED panel makers' strategies are also included in the report.

OLED Display Market Tracker | MSCD-101371

“ OLED displays are the mainstream in the smartphone display market. Display manufacturers are now seeking to expand its market share by implementing OLED displays in tablets, notebooks, automotive displays and more. Thus, we will see OLED Displays in more and more applications in the next few years – with an associated rise in demand. ”

Brian Huh
Principal Analyst

QM&A

OLED Display Market Tracker

HOW OMDIA HELPS YOU

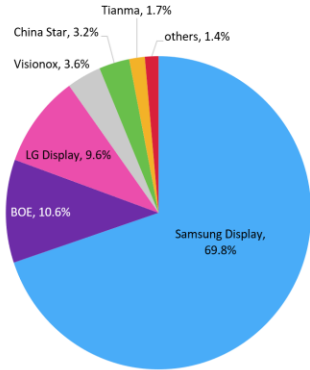
Size the markets for OLED displays including four-year quarterly forecast and three-year annual forecast
 Understand latest strategies of display makers, display revenue, average selling prices, shipment display area, ppi, flexible/foldable/rigid AMOLED business
 Leverage surveys and forecasts to better understand this segment and your customers

KEY QUESTIONS ADDRESSED

- Who are the key players in the OLED market including PMOLED and AMOLED?
- How many OLED displays did panel makers ship by display size, resolution, technology, and application?
 What are shipment plans for the next two quarters?
- What are OLED display revenues by display size, resolution, technology, and application?
- What are ASP trends by size, resolution, and application?
- How will the OLED market change in the coming 7 years?
- What are the supply chain relationships between OLED TV panel makers and Brands/OEM/ODM?

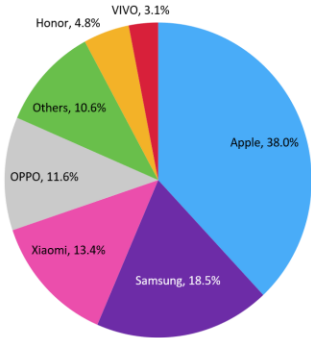
OLED PANEL SHIPMENT

OLED panel shipment shares by panel makers



Source: Omdia

OLED panel shipment shares by OEMs



@ 2022 Omdia Source: Omdia

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OLED Displays Market Tracker: Our Expert Analysts



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Market Tracker

OLED Display Market Tracker

The historical shipment and revenue section provides PMOLED/AMOLED panel shipments by display size, resolution, substrate technology, panel maker, and application for the prior eight quarters. The report forecasts 7+ years of shipments and revenue by display size, resolution, substrate technology, and application. This tracker provides 60+ size/resolution combinations and 12 OLED suppliers' shipment data, 10+ applications, and master technology (PMOLED, AMOLED) with array technology (LTPS, Oxide and OLED on Si) in an Excel file and market insights in Power point.

Frequency:

- Quarterly
- 3-year history
- 7-year forecast

Measures

- Shipments (thousand unit)
- Revenue (USD thousand)
- Average selling price (USD)
- Display shipment Area (m²)
- Pixels Per Inch

Products Covered

- Automotive
- Automobile monitor
- Home appliance
- Mobile PC (Tablet PC, Notebook PC)
- Mobile phone
- OLED TV
- Smart watch (wearables)
- Others (including other emerging applications, such as office appliance, game, digital still camera, near-eye, etc.)

Technology Covered

- AMOLED
- PMOLED

• Brand manufacturers/OEMs/ODMs for small and medium applications

- Product planning managers for system sales
- Procurement managers for OLED components

• OLED/LCD panel suppliers

- Product marketing/ strategic planning managers

• OLED/LCD component suppliers

• Manufacturers of competitive technologies

• Investment community

- Fund managers / investors / analysts with interest in display companies

Key Finding

Executive summary

Historical market analysis

- Major applications
- PMOLED
- Average selling prices (ASPs)
- Value chain analysis
- Panel suppliers

Market forecast

- Shipment forecast
- Revenue forecast
- Shipment area forecast
- Long-term forecast

OLED capacity and supply/demand analysis

Methodology

Market Tracker

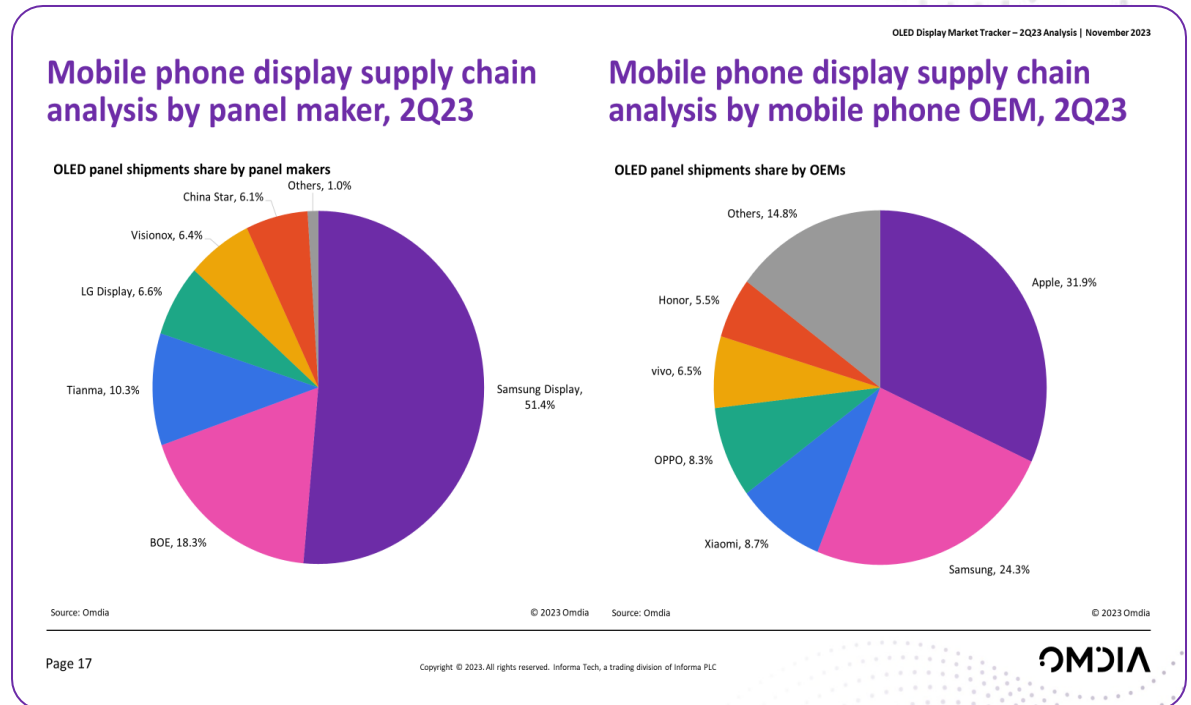
OLED Display Market Tracker

Display area Contents

Net/gross	Net	▼
Application	(All)	▼
Supplier	(All)	▼
Region	(All)	▼
Master technology	(All)	▼
Technology	(All)	▼
Size category	(All)	▼
Size	(All)	▼
Resolution	(All)	▼
Color	(All)	▼
OLED substrate	(All)	▼
Display shape	(All)	▼
Display form	(All)	▼

Display area (m2)	Year		2020				2021				2022			
	Quarter		1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
	Original specification													
Amusement							8,105	40,524	32,420	28,367	24,315	28,367	27,692	
AR VR MR near eye			2,293	3,280	3,047	2,027	1,220	1,189	977	767	937	1,119	3,701	8,247
Automobile monitor			211	1,109	1,780	2,026	3,600	3,600	4,030	4,030	4,987	5,514	9,400	10,606
Automotive			297	307	295	251	285	248	250	296	405	374	353	339
Desktop monitor			900	386				423	565	2,527	5,965	14,631	22,420	23,274
Home appliance			1,785	3,317	5,978	5,586	6,479	5,050	5,768	4,462	4,727	5,085	5,683	5,678
Mobile PC			27,824	46,019	56,084	69,264	59,317	110,957	116,361	129,660	153,625	191,720	200,148	210,267
Mobile phone			931,666	973,690	1,141,635	1,525,794	1,417,446	1,356,468	1,685,585	1,868,480	1,548,229	1,634,071	1,639,241	1,847,142
Mobile phone sub-display			615	644	5,874	4,946	2,685	2,869	14,104	16,444	10,515	6,040	23,978	28,397
Office appliance			226	1,377	946	778	327	935	895	585	721	816	854	835
OLED TV			821,117	651,961	1,384,850	1,597,462	1,478,126	1,766,414	1,746,307	2,297,784	2,017,266	2,686,506	2,581,196	2,893,449
Public display									417				807	774
Smartwatch			12,959	13,993	27,321	24,868	18,050	20,806	24,797	34,639	22,594	22,808	30,391	38,948
Others			19,739	34,132	32,730	35,989	36,283	41,655	35,461	27,655	24,439	31,539	32,944	34,795
Total			1,819,633	1,730,214	2,660,540	3,268,990	3,023,818	3,318,719	3,676,039	4,419,750	3,822,777	4,624,537	4,579,483	5,130,444

Contents | Special remarks | Units | Unit share | Revenue | Revenue share | ASP | Display area | Display area share | PPI | Avg size



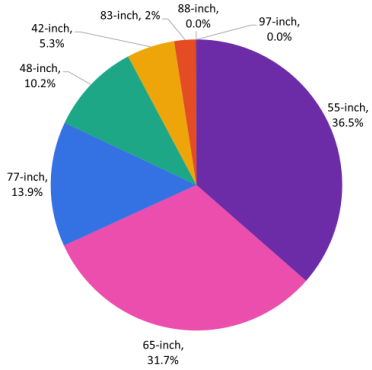
Market Tracker

OLED Display Market Tracker

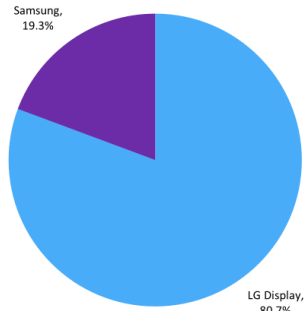
OLED TV display analysis (2/2)

OLED Display Market Tracker – 2Q23 Analysis | November 2023

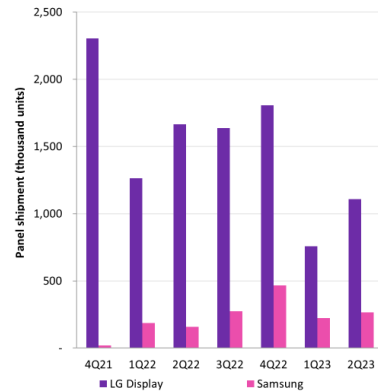
OLED panel shipments share by size, 2Q23



Panel shipment shares by supplier



OLED TV panel shipments by supplier



Source: Omdia

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AMOLED production line capacity forecast by panel maker (2/2)

OLED Display Market Tracker – 2Q23 Analysis | November 2023

AMOLED production line capacity (+ 3 years)
(K Sheets/Month)


Manufacturer	Factory	TFT Gen	MG Size	OLED Gen	Substrate	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26		
Samsung Display	SDC A1	4.5	730 x 460	Half G4.5	Rigid															
					Rigid/Flex															
	SDC A2	5.5	650 x 750 Quarter	G5.5	Rigid															
					Rigid/Flex															
	SDC A2-E	5.5	650 x 750 Quarter	G5.5	Flexible															
	SDC A3	6	1500 x 925	Half G6	Flexible															
				Flex/Hybrid																
	SDC A4	6	1500 x 925	Half G6	Flexible															
	SDC A5	8.5	2200 x 2500	8.5	Rigid															
	SDC A6	8.6	2200 x 2500	Half G8.6	Hybrid															
Sharp	SHP Sakai Pilot	4.5	730 x 920	4.5	Rigid/Flex															
Tianma	TM15	5.5	650 x 750 Quarter	G5.5	Rigid															
	TM17	6	1500 x 925	Half G6	Flexible															
	TM18	6	1500 x 925	Half G6	Flexible															
Truly	TLY Huizhou B	4.5	730 x 920	4.5	Rigid															
Visionox	VSX V1	5.5	650 x 750 Quarter	G5.5	Rigid															
					Rigid/Flex															
	VSX V2	6	1500 x 925	Half G6	Flexible															
	VSX V3	6	1500 x 925	Half G6	Flexible															

Notes: OLED and LCD Supply Demand Equipment Tracker
Source: Omdia

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Related Content: Small & Medium Displays & Touch Interface Service Area Coverage



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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Related Content: Display and Consumer Devices Service Area Coverage

PRODUCTS IN RELATED SERVICE AREA

Display Manufacturing, Technology & Components	Large Area Display & Supply Chain	Small & Medium Displays & Touch Interface	Consumer Electronics & Display Applications
<p>Intelligence Services</p> <ul style="list-style-type: none"> OLED & LCD Supply Demand & Equipment OLED & Flexible Display <p>Trackers</p> <ul style="list-style-type: none"> Micro LED Display Mini LED Backlight Display Glass Display Optical Film Display Driver IC OLED Materials OLED Display Cost Model LCD Display Cost Model <p>Reports</p> <ul style="list-style-type: none"> Near Eye Display for XR Application 	<p>Intelligence Service</p> <ul style="list-style-type: none"> TV Display & OEM Notebook/ Tablet Display & OEM Display Dynamics Industrial and Public Display & OEM <p>Trackers</p> <ul style="list-style-type: none"> Display Long-Term Demand Forecast Display Production & Inventory Large Area Display Price Large Area Display Market Large Area Display Production Strategy Large Area Display Technology Monitor Display & OEM <p>Spotlight Services</p> <ul style="list-style-type: none"> Display Dynamics Spotlight 	<p>Intelligence Service</p> <ul style="list-style-type: none"> Smartphone Display Automotive Display Touch Display Module Interface <p>Trackers</p> <ul style="list-style-type: none"> Small Medium Display Market Small Medium Display Supply Chain OLED Display Market Automotive Display Market 	<p>Intelligence Services</p> <ul style="list-style-type: none"> TV Sets Smart Home Mobile PC Smartphone Desktop Monitor LED Video Displays Digital Signage & Prof. Display <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> Consumer Electronics Viewpoint TV Sets Spotlight Smartphone Spotlight Digital Signage & Prof. Display Spotlight

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