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Small & Medium Display Supply Chain Tracker

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

The Small & Medium Display Supply Chain Tracker follows the relationships between small/medium display makers and device/application makers. It offers quarterly updates of the small/medium display supply chain between display makers and set makers by application and by display technology.

Small & Medium Display Supply Chain Tracker | MSCD-101226

“

Tracking the display supply chain is critical in understanding relations between panel suppliers and brand/OEMs. E.g. who are the suppliers for different brands OEM, what are the product/technology/application mixes.”

Hiroshi Hayase

Research Manager

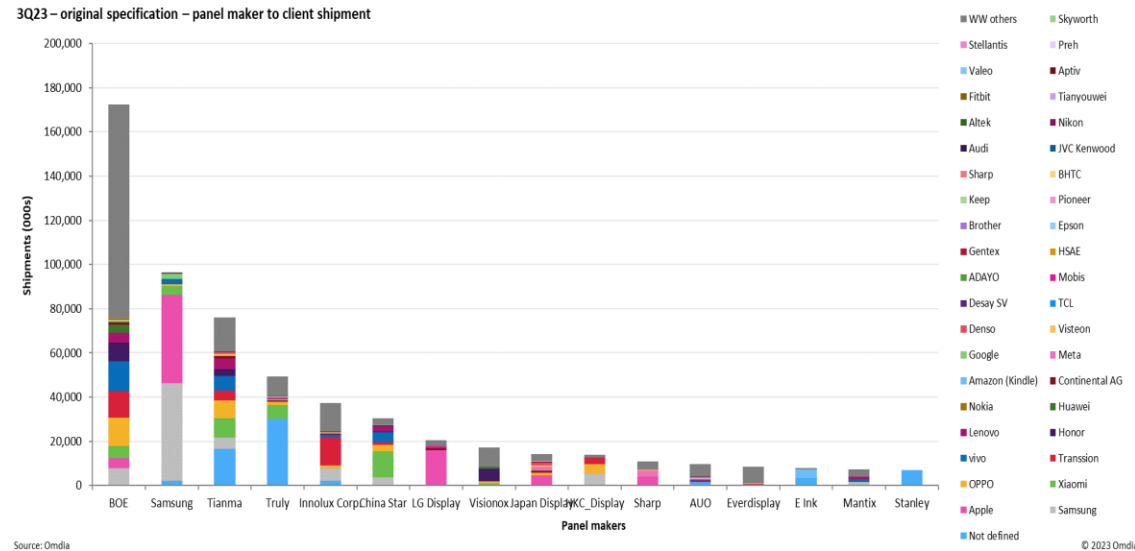
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Small & Medium Display Supply Chain Tracker

HOW OMDIA HELPS YOU

- Identify set brand driving new display technology
- Display supply and demand analysis by Regions.
- Leverage surveys and forecasts to better understand this segment and your customers
- Analyze adoption rates of display technology by set brand

PANEL TO BRAND SHIPMENTS



KEY QUESTIONS ADDRESSED

- What are display makers supplying to set makers?
- Which display technologies are being purchased by set makers?
- Who is the display supplier for set brand?
- Through tracking display procurement volumes, determine:
- Set makers' share of applications
 - Display makers' share of shipments by application
 - Display technology trends by mobile application and set maker
- What are trends in relationships between display makers and set makers?

Small & Medium Display Supply Chain Tracker: Our Expert Analysts



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Market Tracker

Small & Medium Display Supply Chain Tracker

The report provides shipments from display maker to set production makers by quarter and by application. An Excel pivot table allows you to freely analyze combinations of display makers, set production makers, applications, display technologies, and quarters.

Frequency: Quarterly update

- 3-year history (actuals)

Measurements

- Shipments (K unit)
- Share (%)

Products Covered

Supply chain

- Amusement
- AR VR MR near eye
- Automobile monitor
- Digital still camera
- E-book
- Mobile PC
- Mobile phone
- Mobile phone subdisplay
- Multi-functional printer
- Near eye
- Portable Media Player
- Portable navigation device
- Smart watch

Product track

- Automotive
- Home appliance
- Office appliance

Technologies Covered

- AMEPD
- AMOLED
- PMPD
- PMLCD
- PMOLED
- TFT LCD (a-Si, LTPS, Oxide)


Data tables

- Top display makers' (panel) shipment volumes to set makers (brands) by application
- Top set makers' (brand) display procurement volumes from display makers (panels) by application.
- Historical panel to brand shipments
- Historical brand from panel
- Panel to brand pivot
- Panel to brand share
- Brand share

- Brand manufacturers/OEMs/ODMs
- Product planning managers
- OLED component procurement managers
- Panel suppliers
- Product marketing/strategic planning managers
- Component suppliers
- Manufacturers of competitive technologies
- Fund managers/investors/analysts

Database

Small & Medium Display Supply Chain Tracker



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Small Medium Display Supply Chain Tracker – 4Q21
March 2022

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Panel maker to client shares
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Year	2021	▾
Quarter	2Q	▾
Technology	(All)	▾
Original specification	Mobile phone	▾
Product	(All)	▾

Panel to client share	Panel maker														
Client	BOE	Century	China Star	Everdisplay	Innolux Corp.	IVO	Japan Display	LG Display	Mantix	Samsung	Sharp	Tianma	Truly	Visionox	Others
Apple	5.0%						21.5%	100.0%		14.5%	88.2%				0.3%
Coolpad															
Honor	4.5%											4.3%		31.9%	0.2%
HTC										1.4%					12.7%
Huawei													8.2%	3.0%	
Lenovo	2.8%				0.8%				15.1%						4.4%
LG			95.4%												3.3%
Nokia														4.6%	
OPPO	20.1%				24.7%		19.5%			20.6%		14.1%	22.9%		
Samsung	16.0%		15.7%		5.6%					31.7%		10.1%	18.5%		
Sharp											11.8%				
Sony							0.2%			0.2%					
TCL	0.7%														5.3%
Transsion	6.5%					40.8%				58.8%		13.0%	2.6%		
Vivo	12.6%		8.8%		10.4%		14.3%			12.4%		19.0%			
Xiaomi	7.4%	4.6%	60.4%				26.7%			15.3%		26.9%	18.5%		
ZTE	2.9%									9.2%		1.2%			
Others	21.6%		15.1%	100.0%	58.5%	59.2%	17.7%		16.8%	4.0%		3.2%	29.9%	68.1%	73.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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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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Thank you

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