

# 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.

“ Smartphone brands across the world increasingly are migrating their product lines to AMOLED display technology—even amidst the catastrophic market conditions spurred by the coronavirus pandemic. ”

**Brian Huh**  
Senior Analyst

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## HOW OMDIA HELPS YOU

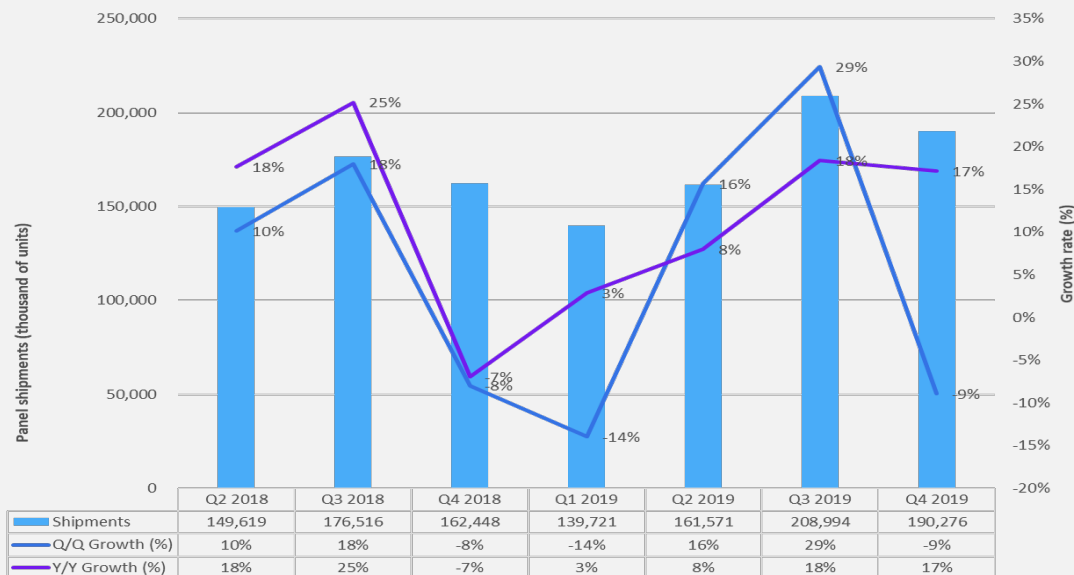
- Size the markets for OLED displays including four-year quarterly forecast and three-year annual forecast
- Understand latest strategies of display makers, display revenue, average selling prices, shipment display area, ppi, flexible/foldable/rigid AMOLED business
- Leverage surveys and forecasts to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

### OLED shipment forecast by technology

OLED Display shipments and growth



# Small & Medium Displays & Touch Interface: Our Expert Analysts



**Hiroshi Hayase**  
Research Manager  
Small Medium Displays



**Brian Huh**  
Principal Analyst  
Korea Display



**Stacy Wu**  
Principal Analyst  
Taiwan Display



**Joy Guo**  
Senior Research Analyst  
China Display

# 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.

### DETAILS

#### Frequency:

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

#### Measures

- Shipments (thousand unit)
- Revenue (USD thousand)
- Average selling price (USD)
- Display shipment Area (m<sup>2</sup>)
- Pixels Per Inch

### COVERAGE

#### 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

### APPLICABLE TO

- **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

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#### Key Finding

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

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

#### OLED capacity and supply/demand analysis

#### Methodology

# 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 Panel  
Market Tracker

Automotive Touch &  
Interface Report

Display  
Fingerprint Tech  
Market Report

Touch Panel Cover  
Lens & CPI Report

Display Dynamics Viewpoint 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.



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### Customer Success

E: [customersuccess@ondia.com](mailto:customersuccess@ondia.com)

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### SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

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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.