Small & Medium Display Market Tracker

Part of the Small & Medium Displays & Touch Interface Service Area Package
A shipment and revenue tracking standard for all small medium displays. This report contains quarterly updates of small medium (≤9”) display shipments by original specification, application, size, resolution, aspect ratio, display shape and technology (LCD, OLED). It provides a four-year quarterly forecast and an additional three-year annual forecast.

“Panel suppliers in China are gaining momentum fast in LTPS LCD panel shipments for mobile phones application.”

Hiroshi Hayase
Research Manager
**Small Medium Display Market Tracker**

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

**HOW OMDIA HELPS YOU**

- Size the markets for small medium displays
- Leverage a four-year quarterly forecast and three-year annual forecast to better understand small medium display market
- Understand market shares of display makers, display revenue, average selling prices, area, ppi, data, and wide-viewing angle LCD technology

**KEY QUESTIONS ADDRESSED**

- Future technology trends for small medium displays
- Historical changes in display prices
- Effect of display area growth on material demand
- Effect of ppi competition on smartphone displays
- Share of IPS/FFS technology per application
- Future small medium revenue
Small & Medium Displays Market Tracker: Our Expert Analysts

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Small & Medium Display Market Tracker

This report is delivered in both PowerPoint (analysis) and Excel (pivot tables and flex files)

DETAILS

Frequency:
- Quarterly update
- 3-year history
- 7-year forecast

Measures
- Shipments (K unit)
- Revenue (USD thousands)
- Average selling price (USD)
- Display Area (m²)
- Pixels Per Inch
- Wide-viewing angle LCD technology (K unit)

COVERAGE

Products Covered
- Amusement
- Automobile Monitor
- Automotive
- Digital Still Camera
- E-Book
- Home Appliance
- Mobile PC
- Mobile Phone
- Mobile Phone Sub Display
- Multi-Function Printer
- Near Eye
- Office Appliance
- Portable Navigation Device
- Smart Watch (Wearable)
- Video Camera

Technologies Covered
- AMEPD
- AMOLED (Rigid,Flexible)
- PMEPD
- PMLCD
- PMOLED
- TFT LCD (a-Si, LTPS, Oxide)

APPLICABLE TO
- Brand manufacturers/OEMs/ODMs
- Product planning managers for system sales
- Procurement managers for OLED components
- Panel suppliers
- Product marketing/strategic planning managers
- Component suppliers
- Manufacturers of competitive technologies
- Fund managers/investors with interest in display companies
Key Findings

Executive Summary

Small Medium Display Shipments by Product
- Mobile Phone Main Display
- Mobile Phone sub-display
- Amusement
- Automotive monitor
- Digital Still Camera
- E-reader
- Mobile PC
- Multifunction Printer
- Portable Navigation Device
- Smart Watch
- Video Camera
- Automotive (non-monitor) PM FPD
- Home Appliance PM FPD
- Office Appliance PM FPD

Small Medium Display Gross Shipments and Revenue by Supplier

Small Medium Value Chain Analysis by Products

Small Medium Shipment and Revenue Forecast Revenue Forecast
Related Content: Small & Medium Displays & Touch Interface Service Area Coverage

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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Tom Coate  
Customer Success Manager

Kāren Dyer  
Customer Success Manager
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