

# Smartphone Display Intelligence Service

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

A shipment and revenue tracking standard for all smartphone displays. This report contains quarterly updates of smartphone display and feature phone display shipments by size, resolution, aspect ratio, display shape and technology (LCD, OLED). It provides a four-year quarterly forecast and an additional seven-year annual forecast. In order to track and forecast the rapidly changing smartphone display market, there's also a quick monthly shipment and price tracker to be provided in this service.

“ Smartphone display shipments will start to rebound in the last month of 2Q20. But the recovery of demand will not lead to a stable demand growth but will bring up-and-down turbulence to the entire supply chain. ”

**Joy Guo**  
Senior Analyst

# Smartphone Display Intelligence Service

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

## HOW OMDIA HELPS YOU

- Size the markets for smartphone displays including LCD and OLED
- Leverage a four-year quarterly forecast and three-year annual forecast to better understand smartphone display market
- Understand the market shares of display makers, display shipment, revenue, average selling prices, area, ppi data.
- Leverage smartphone display supply chain data by display technology.
- Analyze latest strategies for smartphone display evolution tendencies including size, resolution, display technology, display shape and form and touch solution.

## KEY QUESTIONS ADDRESSED

- Future technology trends for smartphone displays
- Historical changes in display prices
- Effect of display area growth on material demand
- Effect of display form and shape competition on smartphone displays
- How different display technology embedded with touch function in smartphone display
- Future smartphone display revenue

Data center network equipment revenue forecast by equipment type

Smartphone display long-term revenue forecast by technology



Source: Omdia

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# Smartphone Display: Our Expert Analysts



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# Smartphone Display: Deliverables



## MARKET TRACKERS

—Quarterly & Monthly—

- Smartphone display Shipment & Revenue.
- From history shipment to forecast demand.



## SURVEYS

—Quarterly & Monthly—

- Smartphone display shipment survey by display makers.
- Available shipment and revenue data to break technology & specifications.



## REPORT

—Quarterly & Monthly—

Outlook of Smartphone display market by display makers, applications and technology.



## ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market movement, insight of display makers, smartphone brands demand and forecast by display technology.



## PRESENTATIONS

—Quarterly—

Available charts and data tables by Flex file supporting for estimating presentations.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# Smartphone Display: Market Trackers

## Smartphone Display Market Tracker

Smartphone display shipments, technology developments, features, trends and smartphone market dynamics. It also provides annual forecasts of mobile phone display shipments. Delivered in XLS and PPT, Information about new mobile phone display products and end-market events (such as new models using new display features)

### DETAILS

#### Frequency

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

#### Measures

- Units and Share
- Revenue and Share
- ASP
- Display area
- PPI

#### Regions

- China
- Japan
- Korea
- Taiwan

### COVERAGE

#### Technologies

- TFT-LCD (a-Si, LTPS, Oxide)
- AMOLED (Flexible, Rigid)
- PMOLED
- PMLCD

#### Applications

- Feature Phone
- Smartphone
- Sub-display

#### Segments

- Display Production (from display makers)
- Display Procurement (to set brand)

#### Segmentation

- Shipment and Revenue by Display Maker (16 companies)
- Shipment and ASP by display specification (over 120 categories)

*\*all data is combined in a pivot table*

#### Display Shipments by Function

- Wide view technology (IPS/VA/TN)
- Touch panel combination (In-Cell, On-Cell)

## Smartphone Display Supply Chain Tracker

Tracker focused on the relationships between smartphone display makers, and device/ application manufacturers.

### DETAILS

#### Frequency: Quarterly

#### Measures

- Units and Share

#### Regions

- China
- Japan
- Korea
- Taiwan

### COVERAGE

#### Technologies

- TFT-LCD (a-Si, LTPS, Oxide)
- AMOLED

#### Applications

- Feature Phone
- Smartphone

#### Segments

- Display Production (from display makers)
- Display Procurement (to set brand)

#### Segmentation

- Shipment and Revenue by Display Maker (13 companies)
- Shipments for brand sets (20 brands)
- Supply chain between display makers and set brand (with 2 years history)

*\*all data is combined in a pivot table*

# Market Tracker, cont'd

## Smartphone Display Shipment & Price Tracker

Delivered in XLS and PPT, this tracker provides the latest display shipment numbers, surveyed from 85% of smartphone display manufacturers.

### DETAILS

#### Frequency:

- Quarterly update
- 3-year history
- 4-month forecast

#### Measures

- Units and Share

#### Regions

- China
- Japan
- Korea
- Taiwan

### COVERAGE

#### Technologies

- TFT-LCD (a-Si, LTPS, Oxide)
- AMOLED

#### Applications

- Feature Phone
- Smartphone

#### Segments

- Display Production (from display makers)
- Off-shelf cell and module average USD price history and forecast

#### Segmentation

- Shipment and Revenue by Display Maker (14 companies)

*\*all data is combined in a pivot table*

#### Display Shipments by delivery mode

- Delivery mode (Cell, module)

# 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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### ABOUT OMDIA

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.