

# Touch Panel Market Tracker

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

A comprehensive analysis of touch panel technologies, sensor structures, applications, module area and market forecasts

“ Touch user interface is extending to larger-sized applications. Panel makers would develop more features into the displays such as FoD. ”

**Calvin Hsieh**  
Director

# Touch Panel Market Tracker

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

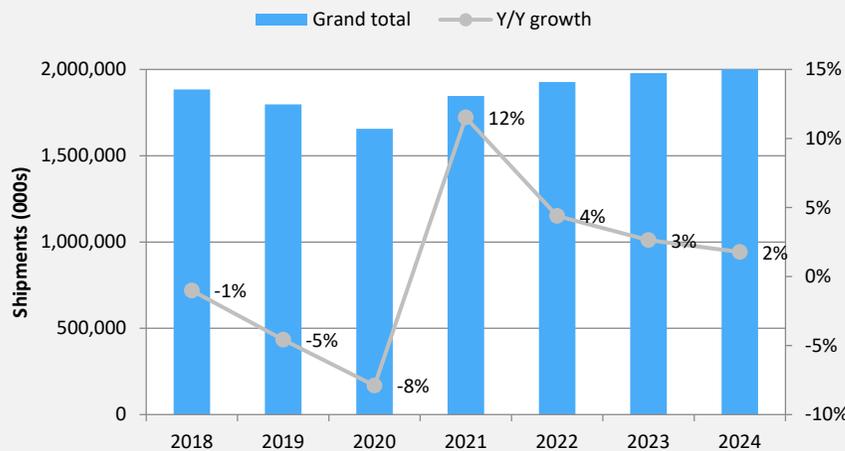
## HOW OMDIA HELPS YOU

- Recognize competition between panel makers and touch module makers
- Understand display-based user interface technologies, sensor structures, applications, and other industry trends
- Identify the latest trends in display-based user interface enhancements
- Forecasts and roadmaps for technologies and applications most likely to thrive
- Assess the panel maker profiles featuring user interface development, technological innovations, product specifications, and more

## KEY QUESTIONS ADDRESSED

- Touch-related technologies, sensor structures, applications, materials, and other industry trends
- Embedded touch and user interface technology trends and detailed analysis
- Flexible touch including structure, materials and trends
- Display-based user interfaces such as FoD, SoD, and haptic actuation.
- Supply chain on major products, materials and module ends.
- Forecasts and roadmaps for technologies and applications most likely to thrive

Touch module shipment and growth forecast 2018-2024 (000s)



Long-term touch module shipment forecast

# Touch Panel Market Tracker: Our Expert Analyst



**Calvin Hsieh**  
Senior Research Manager  
Small Medium Display & Touch

# Touch Panel Market Tracker: Deliverables



## MARKET TRACKERS

—Quarterly—

- Touch module shipments by applications
- Module cost and technology updates



## SURVEYS

—Quarterly—

- Embedded touch surveys by panel maker
- Surveys by maker, application and technology



## REPORT

—Quarterly—

- Shipment and technology analysis
- Emerging user interface technology analysis



## ANALYST INSIGHTS

—Ongoing—

Analyst commentary on application market trends, technology trends, makers' competition, long-term roadmap development, etc.



## PRESENTATIONS

—Quarterly—

Briefings with analysts on research highlights from all aspects of the market.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# Touch Panel Market Tracker: Market Data

## Touch Panel Market Tracker

Backed by a global team of analysts, this report covers shipments, module ASPs, demand forecasts, and much more including technologies and materials.

### DETAILS

#### Frequency:

- Quarterly update
- Quarterly survey on in-cell and on-cell by display size, resolution and structure
- Quarterly forecast update

#### Measures

- **Module shipments, revenue, and ASP by:**
  - Technology
  - Sensor structure
  - Sensor substrate
  - Application
  - Module size
  - Module area
  - Module maker
- **Module cost model by:**
  - Application
  - Module size

- **Controller shipments and ASP by :**
  - Application
  - IC maker
- **Active pen shipments, revenue, and ASP by :**
  - Application
  - Technology
  - Pressure sensing
  - Module size

### COVERAGE

#### Products Covered

- Mobile phone
- Smart watch
- Tablet PC
- Notebook PC
- All-in-one PC
- Other consumer applications
- Commercial applications

#### Technologies Covered

- Projected capacitive
- In-cell on on-cell TFT LCD
- On-cell AMOLED
- Flexible touch displays
- Fingerprint on display (FoD)
- Sound on display (SoD)
- Tactile display (force and haptic)
- Active pen adoption
- Controller IC trends
- ITO material replacement

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#### Key findings and executive summary

##### Overall touch panel market trends

- Market trend summary
- Overall market and forecast

##### Touch panel market forecast analysis

- Major applications
- Technology and structure
- Active pen
- Module area
- Other applications

##### Quarterly and historical analysis

- Embedded: Application and technology
- Embedded: Regions and makers
- Historical: Major applications
- Historical: Technology and structure
- Historical: Regions and makers

#### Key products value chain relationships

- Apple iPhone and iPad
- Smartphones
- Tablet PCs

#### New emerging trends analysis

- Such as new embedded touch technology, active pen, force touch, haptic actuation, fingerprint on display (FoD), sound on display, camera on display etc.

#### Regional news and maker updates

- Taiwan
- China

# Touch Panel Market Tracker: Report, Surveys and Analysis

## Primary Surveys on Touch Module Makers and Panel Makers

Provides direct field survey results for bottom-up shipment estimation

**Frequency:** Quarterly

Interview more than 15 panel makers for quarterly touch display shipments. The survey details include shipments, technologies, applications, display size and display resolution. Semi-annual surveys for add-on touch module shipments include 55 touch module makers and details as shipments, technologies, applications, module sizes and module cost modeling.

## Market and Technology Analysis on Display User Interfaces

Provides insights for application markets, technology evolution, emerging technologies, and display user interface trends.

**Frequency:** Quarterly

Interview with product marketing or engineer contacts in the industry to have detailed evolution or impact analysis on technical trends. The coverage includes touch technologies and emerging display-based user interfaces such as SoD (sound on display), FoD (fingerprint on display), UDC (under-display camera), etc.

# 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).

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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.