Desktop Monitor Intelligence Service

Gain unmatched insights into shipments, pricing, and emerging technologies like gaming, smart, conference and portable monitors.

Key Questions Answered

- What are the fastest-growing price segments and BOM cost trends across features?
- How are emerging technologies like gaming, smart, conference and portable monitors reshaping the market?
- What is the penetration of USB-C video connectors across market segments?
- What is the split between consumer & commercial desktop monitor sales by region, brand?
- Which players dominate the rapidly expanding smart monitor category initiated by Samsung?

What We Offer

- Deep analysis of average BOM costs, market ASPs, panel prices, components costs and margin rates across brands and retailers by multiple size x resolution combination.
- Critical insights into key emerging technologies, empowering clients to capitalize on trends in gaming, smart, conference and portable monitors
- Semi-annual global cost model database offering granular insights into BOM trends, panel pricing and margin rates
- Direct access to Omdia's analysts via **Ask an Analyst** for tailored insights and consultation

This service is a significant upgrade from the desktop monitor market tracker by adding two new special reports of the monitor BOM cost model database and analysis and new emerging technologies such as gaming, smart, conference and portable monitor.

Hidetoshi Himuro

Senior Principal Analyst

SPEAK WITH OUR EXPERTS

Decades of expertise in delivering actionable insights across the desktop monitor industry

Key Deliverables

Comprehensive Market Coverage
Detailed tracking of shipments, revenues and ASPs across **30+** global brands, **68+** monitor sizes and consumer vs commercial channels.

Emerging Technology Analysis
Focused insights on gaming, smart, conference and portable monitors, providing a forward-looking view of market opportunities.

Cost Model Expertise
Semi-annual analysis of Global BOM costs, including panel prices, key semiconductor markets such as scaler ICs & SoCs for smart monitors.

Expert Reports and Visualizations
Regular updates on market shifts, trends, and forecasts, supported by interactive tools for deeper analysis.

Scope of Work

Desktop Monitor Market Tracker:
- **Application:** Monitors, All-in-One PCs | **Metrics:** Shipments, Revenues, ASPs
  Regions Covered: North America, Western & Eastern Europe, China, Asia & Oceania, Middle East & Africa, Latin America and the Caribbean
- **Key Features:**
  - Display types: TN, VA, IPS, OLED
  - Aspect ratios: 16:9, 21:9, 32:9, and more
  - Emerging tech: Gaming, smart, portable & conference monitors and key features such as Touch, Curve, Slim Border, and more

Monitor Market Analysis:
- Comprehensive shipment, revenue and ASP trends by size and resolution
- Shipment analysis for emerging technologies like USB-C, HDR, Display Technology
- Shipment split by consumer and commercial channels

Monitor Cost Model:
- Semi-annual BOM cost trends for panel modules, scalers, eco-packaging, and transport
- Pricing strategies segmented by size, resolution, and refresh rates
- Analysis of semiconductor markets, including key players in scaler ICs and SoCs for smart monitors

Emerging Technology Focus:
- In depth market insights and forecast into smart, gaming, conference, and portable monitors and key features

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