Automotive Display Intelligence Service

Provides strategic insight into display design, supply chains, and supplier performance—enabling smarter decisions across the automotive ecosystem.

Key Questions Answered

- Who are the leading panel vendors and tier-one suppliers, and how is their competitiveness evolving?
- Which emerging display technologies are shaping the next generation of cockpit design?
- How are automakers adjusting cockpit display strategies across regions and vehicle classes?
- What sourcing models and business shifts are redefining OEM–Tier 1–panel vendor relationships?
- How is cockpit and HMI innovation influencing display integration and user experience?

What We Offer

- **Quarterly analysis** of panel shipments, supply chain trends, and display technology adoption—covering vendor capacity, capability, and market shifts
- **Semi-annual tracking** of emerging technologies, market transitions, and cockpit design trends—focused on form factor evolution and display integration
- **Monthly updates** on key events, product launches, and supplier strategies—delivering timely insights for proactive decision-making

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SPEAK WITH OUR EXPERTS

Delivering comprehensive automotive display market insights

Key Deliverables

Market Trackers
Quarterly and **semi-annual** databases track automotive display shipments, supply chain activity, and design technology adoption.

Reports
Monthly intelligence reports deliver timely analysis of industry trends, panel and tier-one supplier performance, and key industry events

Special Reports
Ad hoc reports provide strategic insights on key events, automotive shows, and critical developments impacting the display ecosystem.

Analyst Insights & Advisory
Ongoing access to Omdia's experts for strategic guidance, data validation, and custom interpretation of market dynamics

Scope of Work

Comprehensive Application-Level Coverage
Tracks a wide range of display applications such as instrument clusters, center stack displays, HUDs, and passenger displays.

Display Technology Development
Analyzes evolving display technologies including local dimming LCDs, OLED, Micro LED, in-cell touch, and transparent solutions, with a focus on automotive readiness.

Tier-One Supplier Sourcing Analysis
Examines sourcing strategies and supply chain flows of major tier-one suppliers to understand evolving customer relationships.

Panel Vendor Competitiveness
Benchmarks capabilities, capacity, financial strength, customer penetration, and production capacity of leading panel vendors.

Cockpit Architecture & HMI Evolution
Explores cockpit architecture trends, domain controller strategies, and the transition toward immersive, multimodal HMI systems.

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