

# Large Area Display Price Tracker

Track critical display pricing trends with monthly updates and 12-month forecasts while gaining competitive advantage through timely insights on price movements by size, resolution and frame rate across the entire large area display ecosystem.

## Key Questions Answered

- How are large area TFT LCD display prices trending across applications, sizes, resolutions, frame rates and viewing angles—and where will they be next year?
- What market forces and industry dynamics are currently driving display price fluctuations in the global marketplace?
- What factors are shaping the annual price projection curve for large area displays and which segments show the most volatility?
- Can panel makers sustain profitability amid current pricing pressures and cost structures?

## What We Offer

- Precise pricing intelligence on large-area TFT LCDs—by application, size, resolution, frame rate and wide viewing angle (IT only)—with **12-month** forecasts to support proactive planning.
- Focused coverage on TFT LCD technology, delivering deep insights into core display innovations.
- Actionable analysis across top applications including Mobile PC, Monitor and LCD TV to track demand shifts and design decisions.
- Expert tracking of advanced backlight features, such as flat/wedge LED and open cell, to guide product and procurement strategies.



Display price forecast is one of the most important factors understanding display market trend. Authored by the team of industry experts, the price tracker contains powerful database along with detailed price analysis for users to get comprehensive understanding of display prices.



**Yoonsung Chung**

*Senior Research Manager*

**SPEAK WITH OUR EXPERTS**

# Delivering unmatched pricing intelligence on large-area display markets

## Key Deliverables

- This report provides **12-month** historical and forecast display pricing by application, size, resolution, frame rate, and wide viewing angle (IT only), delivering reliable and timely insights into pricing trends.
- Subscribers gain precise data across key features, supported by a **monthly** PowerPoint analysis with expert insights and market context.

	COVERAGE	APPLICABLE TO	TABLE OF CONTENTS
Frequency, Time Period	Products Covered	Brand manufacturers/OEMs/ODMs	Executive summary
Monthly update	LCD TVs	Product planning managers for system sales	Methodology
	Monitors	Procurement managers for OLED components o	Executive summary
Measurements	Mobile PC	Product marketing/strategic planning managers for LCD displays	Notebook PC display pricing analysis
Large area TFT LCD prices by application, by size, by resolution, by frame rate, by wide viewing angle (IT displays only) with 12-month forecasts	Technologies Covered	LCD display suppliers	LCD monitor display pricing analysis
	TFT LCD displays	Product marketing/ strategic planning managers for LCD displays	LCD TV display pricing analysis
		LCD component suppliers	
		Manufacturers of competitive technologies	
		Investment community	
		Fund managers/ investors/ analysts with interest in display companies	

EXPLORE OUR LATEST DATASET



# Disclaimer

The Omdia research, data and information referenced herein (the “Omdia Materials”) are the copyrighted property of TechTarget, Inc. and its subsidiaries or affiliates (together “Informa TechTarget”) or its third-party data providers and represent data, research, opinions, or viewpoints published by Informa TechTarget, and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice and Informa TechTarget does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an “as-is” and “as-available” basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa TechTarget and its affiliates, officers, directors, employees, agents, and third-party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa TechTarget will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.