

# Small & Medium Display Intelligence Service

Optimize display strategies through comprehensive market insights and supply chain intelligence.

## Key Questions Answered

- Which display technologies and suppliers will drive future market growth across applications?
- How are strategic partnerships evolving between display makers and set brands?
- What are the key technology adoption trends across major brands?
- How will display area growth, PPI competition, and supply chain relationships impact your revenue opportunities?

## What We Offer

- Comprehensive display supply and demand analysis across global regions and applications
- Detailed tracking of panel-to-brand relationships and technology adoption rates by set manufacturers
- In-depth market sizing with quarterly forecasts and pricing trends for strategic planning
- On-demand expert consultation through dedicated Ask an Analyst service



Panel suppliers in China are experiencing rising demand for LTPS, LCD and OLED panels for mobile phone applications. They are also gaining share in the new Small & Medium display arena across applications such as automotive and near-eye AR VR display.



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Small Medium Displays*

**SPEAK WITH OUR EXPERTS**

# Delivering complete display market intelligence

## Key Deliverables



### Market Trackers

Comprehensive **quarterly and 7-year forecast** tracking of supply chain dynamics between display makers and set makers, including shipment data, display area share analysis, and technology adoption rates across manufacturers.



### Reports

In-depth analysis covering display technology trends, market share assessments, and future technology forecasts across mobile applications and set makers.



### Briefings

**Regular** quarterly updates providing historical actuals and future forecasts for small and medium display market developments.



### Analyst Insights and Access

Direct access to industry experts through multiple communication channels. Prompt responses to urgent and unique questions.

## Key Research Themes

### Display Technologies and Applications

- Small & medium displays with focus 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 technologies

### Market Analysis Components

- Display ASPs (Average Selling Prices)
- Technology trends
- Supply chain dynamics
- Market outlook parameters

[EXPLORE OUR LATEST ANALYSIS](#)



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