

# Smartphone Display Intelligence Service

Stay on top of the latest trends with in-depth smartphone display data shipment, forecasts, display technology and features.

## Key Questions Answered

- What are the emerging technology trends shaping the future of smartphone displays?
- How have smartphone display prices evolved over time, and what are the key drivers?
- What is the impact of increasing display area on overall material demand?
- How does competition in display form factors and shapes influence smartphone display innovation?
- How are different display technologies integrating touch functions within smartphone displays?
- What is the outlook for future smartphone display revenue across regions and technologies?

## What We Offer

- Detailed view of the global smartphone display market, covering LCD and OLED technologies
- **4-year** quarterly forecasts and **3-year** annual outlooks to support long-term strategic planning
- Comprehensive tracking of market share, shipments, revenues, ASPs, display area and pixel density (ppi) by supplier
- In-depth supply chain visibility across display technologies to inform sourcing and partnerships
- Expert analysis on key technology and design trends, including changes in size, resolution, form factor, display technology and embedded touch solutions



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**SPEAK WITH OUR EXPERTS**

# Delivering forecast-driven insights across display value chain

## Key Deliverables



### Market Trackers - Quarterly & Monthly

Comprehensive shipment and revenue data for smartphone displays with historical shipments and forward-looking demand forecasts.



### Surveys - Quarterly & Monthly

Detailed smartphone display shipment insights, sourced directly from display manufacturers, with shipment and revenue data broken down by technology and display specifications.



### Reports - Quarterly, Monthly & Ad Hoc

Strategic outlooks, key developments and announcements on the smartphone display market by supplier, application and technology.



### Analyst Access - Ongoing

Get on demand analyst access via our best in **Ask An Analyst** service to support you accelerate your speed-to-insight.

## Scope of Work

### Smartphone Display Market Tracker

- Provides comprehensive quarterly insights into smartphone and feature phone display shipments, technology adoption and market trends
- Includes a **3-year** shipment history, **7-year** forecast, and detailed data on ASP, display area and PPI
- Covers over **120** display specifications across **16** display makers, with segmentation by display functionality (e.g., wide view, in-cell/on-cell touch)

### Smartphone Display Supply Chain Tracker

- Maps the supply chain relationships between **13** display manufacturers and **20** smartphone brands, enabling competitive benchmarking and sourcing analysis
- Updated quarterly, it offers unit and revenue tracking across key Asian markets (China, Japan, Korea, Taiwan), with a **2-year** historical view of maker-brand linkages

### Smartphone Display Shipment & Price Tracker

- Delivers shipment volumes and pricing trends based on inputs from **85%** of global smartphone display producers
- Updated quarterly, it includes a **3-year** shipment history and a **4-month** price forecast
- Tracks off-shelf cell and module USD prices across major display technologies (TFT-LCD and AMOLED)

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