

TV and Monitor Display with OEM Intelligence Service

Strategic guidance on technology adoption, business plans and geopolitical disruption to support your long-term decision-making.

Key Questions Answered

- How are global disruptions, shifting alliances reshaping the TV and monitor display supply chain?
- Which OEMs and panel suppliers are winning in today's volatile market—and why?
- What strategies are top brands using to manage cost, inventory, panel sourcing under rising pressure?
- Where are the biggest risks—and opportunities—in display production, pricing and supplier diversification?
- How are market leaders responding to Chinese dominance and geopolitical uncertainty in the display ecosystem?

What We Offer

- Tracks panel shipments, pricing and OEM sourcing decisions to give full visibility into the global TV and monitor display supply chain
- Maps supply chain relationships across panel makers, OEMs and brands to highlight risks, dependencies and new opportunities
- Monthly and quarterly analysis of market shifts, cost trends and strategic plans to support proactive decision-making
- Benchmarks competitors and reveals brand strategies, panel allocation and outsourcing models to guide commercial planning



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SPEAK WITH OUR EXPERTS

Industry's most granular displays-to-OEM & OEM-to-brand tracking

Key Deliverables



Market Trackers

Monthly and **quarterly** trackers detailing global TV and monitor shipments, pricing, supply chain dynamics, OEM and panel flows and strategic relationships.



China TV OEM Cost and Price Tracker

Monthly OEM costs and margin breakdowns across China's value chain, with simulation for leading e-commerce models.



Special Market Reports

Special **Ad Hoc** reports of instant analysis on industry happenings, incidents and news announcement.



Analyst Access and Insights

Direct access to industry-leading experts delivering timely, strategic insights to accelerate decisions and solve your most critical challenges.

Scope of Work

Displays-to-OEM & OEM-to-Brand Mapping By Size

Tracks mapping the flow from panel makers to OEMs to global brands, segmented by size and resolution.

Detailed Shipment and Production Data

Covers actual shipments and set production volumes for TVs and monitors, with quarterly and monthly data on panel, OEM and brand activity across **9+** display makers, **30+** brands, **25+** OEMs.

Cost and Pricing Intelligence

China-specific panel costs, OEM margins, retail price and simulated pricing models across key screen sizes sold through leading e-commerce platforms.

Procurement and Allocation Strategies

Insight into sourcing shifts, insourcing/outsourcing and vendor strategies.

[EXPLORE OUR LATEST RESEARCH](#)



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