

UBI Research

2021 OLED Display Market Track

❖ Medium & Large OLED Display

2021 OLED Display Market Track 소개

2021 OLED Display Market Track은 소형 디스플레이와 중대형 디스플레이 2가지로 나뉘며 피벗 기능을 추가한 엑셀 자료가 매 분기마다 발간됩니다.
(통합본 구매 시 할인 혜택 제공)

- ❖ 피벗으로 자체 분석한 내용에 대한 설명 파일 (PDF) 제공
- ❖ 피벗을 통한 자체 분석 내용 모듈화 → Application별 구분
 - 세분화된 자체 분석 피벗 내용을 모듈화를 통한 단위 application별 마켓 트랙 구성
 - 디스플레이/장비/발광소재와 연동되는 모듈을 각 보고서/마켓 트랙에 함께 구성

Small OLED Display
(Watch / Smartphone / Foldable phone / Tablet)

Medium and Large OLED Display
(Automotive / Note PC / Monitor / TV)

UBI OLED Display Market Track 구성

Small OLED Display

* 향후 추가 콘텐츠

Watch	Company			Resolution	Size	PPI	Substrate	Panel vs Set	Supply & Demand	Capacity
Smartphone	Company	Model	Set maker	Resolution	Size	PPI	Substrate	Panel vs Set		
Tablet	Company			Resolution	Size	PPI	Substrate	Panel vs Set		

Medium & Large OLED Display

Automotive	Company		Set maker		Size	PPI	Substrate	Panel vs Set	Supply & Demand	Capacity
Note PC	Company	Model	Set maker	Resolution	Size	PPI	Substrate	Panel vs Set		
Monitor	Company	Model	Set maker	Resolution	Size	PPI	Substrate	Panel vs Set		
TV	Company		Set maker	Resolution	Size	PPI	Substrate	Panel vs Set		

Medium & Large OLED Display Market Track

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2. Total Summary
3. Set Maker to Panel Company
4. Analysis by Application
 - 4.1 TV
5. Analysis by Substrate
6. ASP Trend
7. Supply & Demand Analysis
8. Forecast for 5-year

Reference Guide

Application Covered

- Automotive
- Notebook
- Monitor
- TV

Substrate Covered

- Flexible OLED
- Rigid OLED

Nation Covered

- Korea
- China
- Taiwan
- Japan

Actual and Forecast

- Quarterly update
- History : 3-year, Forecast : 5-year

Unit

- Shipments : M pcs
- Revenue : US\$ millions
- Average Selling Price : US\$
- Display Area : (million m²)

Number of Pages

- 51page

Yearly Forecast Shipment

Contents
 > Pivot of forecast shipment (Mpcs)

Nation (All)
 Substrate (All)

Company		Application	Mpcs				
			Sum of 2021_S	Sum of 2022_S	Sum of 2023_S	Sum of 2024_S	Sum of 2025_S
JOLEE		Monitor					
LG Display		Automotive					
		TV					
Samsung Display etc		Monitor					
		Notebook					
		TV					
Total							

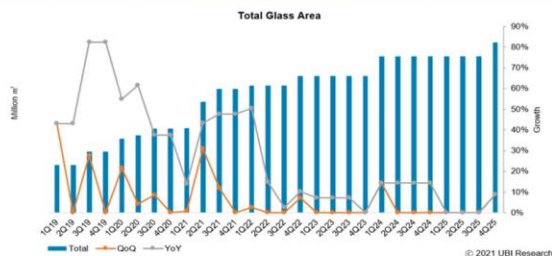
Yearly Forecast Revenue

Contents
 > Pivot of forecast revenue (US\$ million)

Nation (All)
 Substrate (All)

Company		Application	US\$ Million				
			Sum of 2021_R	Sum of 2022_R	Sum of 2023_R	Sum of 2024_R	Sum of 2025_R
JOLEE		Monitor					
LG Display		TV					
		Automotive					
Samsung Display etc		Monitor					
		Notebook					
Total							

Quarterly Shipment Medium & Large OLED Summary



Revenue by Application



Shipment of 65 inch TV



Shipment Ratio Forecast

