

Quarterly Small OLED Display Market Track Sample

4Q, 2023

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1. Reference Guide

Application Covered

- Smartphone
- Foldable phone
- Watch

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)

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Conditional Formatting, Format as Table

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Add-ins: Add-ins, Analyze Data

Comments

A1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB AC AD AE AF AG AH AI



Small OLED Display Quarterly Market Track_PIVOT

- 4Q23 Data Tables

- [Quarterly Capacity](#)
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- [PIVOT Quarterly Performance](#)
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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB AC AD AE AF AG AH



■ Data_Quarterly

- Contents

> Glass Area

> Quarterly Capacity_Glass Area (million nt)

Nation	Company	Fab. Location	Gen	Backplane	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28
Korea	Samsung Display	Cheonan A1	4	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Korea	Samsung Display	Tangjeong A2	5.5	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Korea	Samsung Display	Tangjeong A3	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Korea	Samsung Display	Tangjeong A3	6	LTPO TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Korea	Samsung Display	Tangjeong A4	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Korea	Samsung Display	Tangjeong A4	6	LTPO TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Korea	LG Display	Gumi E5	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Korea	LG Display	Paju E6	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Korea	LG Display	Paju E6	6	LTPO TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	BOE	Mianyang B11	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	BOE	Mianyang B11	6	LTPO TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	BOE	Chengdu B7	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	BOE	Chengdu B7	6	LTPO TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	BOE	Ordos B6	5.5	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	BOE	Chongqing B12	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	BOE	Chongqing B12	6	LTPO TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	CSOT	Wuhan T4	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	CSOT	Wuhan T4	6	LTPO TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Everdisplay	Shanghai	4.5	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Everdisplay	Shanghai	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Royole	Shenzhen	5.5	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Tianma	Shanghai	5.5	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Tianma	Wuhan	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Tianma	Xiamen	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Tianma	Xiamen	6	LTPO TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Truly	Huizhou	4	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Truly	Renshou	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Visionox	Guan V2	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Visionox	Hefei V3	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Visionox	Hefei V3	6	LTPO TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
China	Visionox	Kunshan V1	5.5	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Japan	Japan Display	Mobara	6	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Japan	Sharp	Sakai	4.5	LTPS TFT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

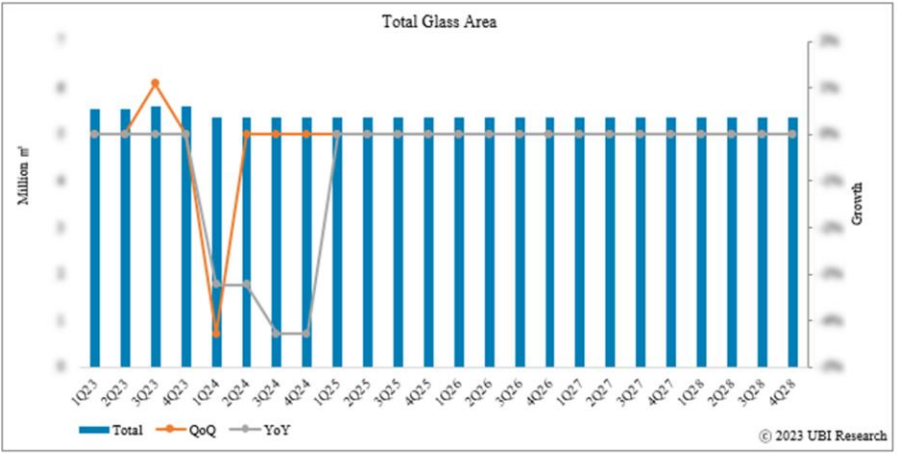


Capacity Chart_Quarterly

- Contents
- > Total Glass Area
- > Glass Area by Company and Ratio
- > Glass Area by TFT Technology and ratio
- > Glass Area by Generation and Ratio
- > Glass Area by Substrate and Ratio
- > Glass Area by Nation and Ratio

> Total Glass Area (million m)

Item	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28	
Total
QoQ
YoY



> Glass Area by Company (million m) > Glass Area Ratio by Company

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
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Quarterly Shipment Performance

-Contents
> Pivot of quarterly shipment performance (Mpcs)

Nation	(All)	
Substrate	(All)	
Size	(All)	

		Mpcs																										
Application	Company	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23				
Smart Phone	LG Display	1,800	1,900	1,800	4,200	1,800	2,700	2,300	2,300	4,800	4,800	5,300	14,200	12,200	8,400	12,200	18,200	18,200	9,400	6,300	1,400	18,200	11,200	8,400	18,200			
	Samsung Display	87,400	91,700	108,800	88,200	78,100	88,200	108,400	108,000	81,100	87,700	78,300	108,000	104,800	101,800	117,400	108,000	87,800	91,700	80,000	108,400	88,200	78,100	88,200	78,100			
	AUO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	BOE	8,100	8,100	3,400	3,400	3,400	6,300	2,800	4,300	8,100	9,100	9,100	6,100	9,400	10,100	10,100	10,400	10,100	10,100	10,100	10,100	10,100	10,100	10,100	10,100			
	CSOT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	Tianma	8,100	-	-	-	8,100	1,800	3,400	4,300	3,100	9,900	8,100	1,400	2,300	2,300	2,300	3,100	3,400	2,800	2,800	2,800	2,800	2,800	2,800	2,800			
	Truly	8,800	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	Visionox	1,100	4,800	4,700	4,700	1,400	2,200	3,700	4,200	3,200	1,400	4,300	3,700	3,200	3,200	3,200	4,300	3,200	3,200	3,200	3,200	3,200	3,200	3,200	3,200			
Watch	EverDisplay	8,800	1,200	1,200	1,200	2,800	3,800	4,800	4,800	4,800	1,400	3,800	3,800	3,800	2,800	2,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800			
	LG Display	1,400	1,800	4,200	8,800	4,800	2,200	2,800	6,800	3,400	2,800	9,400	9,700	9,100	6,100	18,200	7,800	3,100	14,700	10,900	3,400	6,100	10,900					
	Samsung Display	8,800	1,200	2,800	2,800	8,800	1,200	8,800	4,800	3,800	2,800	3,400	3,800	2,800	4,700	4,800	3,800	2,800	4,700	1,200	1,800	1,800	1,800	1,800				
	JDI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	AUO	1,200	1,200	1,200	1,800	2,800	2,800	3,800	3,800	1,800	1,800	1,800	8,800	8,800	1,200	2,800	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200				
	BOE	8,400	8,400	8,400	8,100	8,900	1,200	1,400	7,800	1,400	2,800	7,800	1,800	6,300	6,300	3,200	3,400	4,100	4,300	2,800	3,800	3,800	3,800	3,800				
	Tianma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	Visionox	8,100	8,100	8,100	8,100	8,100	8,100	1,400	1,800	8,100	1,200	9,700	1,800	1,400	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800				
Foldable Phone	EverDisplay	2,800	2,800	2,800	3,100	3,100	3,100	4,300	4,300	3,100	4,300	4,300	3,100	3,100	3,100	3,100	3,100	3,100	3,100	3,100	3,100	3,100	3,100	3,100				
	Samsung Display	-	-	-	-	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100				
	BOE	-	-	-	-	-	-	-	-	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100				
	CSOT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Game	Visionox	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
	Samsung Display	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
Total		97,800	101,200	117,800	108,800	78,100	108,200	108,400	108,400	101,100	108,200	108,000	108,000	101,800	101,800	117,400	108,000	108,000	108,000	108,000	108,000	108,000	108,000	108,000				

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Quarterly Revenue Performance

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Clipboard Font Alignment Number Styles Cells Editing Add-ins

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB AC



Yearly Forecast Shipment

- Contents
> Pivot of forecast shipment (M pcs)

Nation (All)
Substrate (All)

Company	Application	M pcs					
		2023	2024	2025	2026	2027	2028
AUO	Smartphone	-	-	-	-	-	-
	Watch	-	-	-	-	-	-
BOE	Foldable phone	4.5	7.0	10.4	14.5	19.2	24.8
	Smartphone	100.0	104.0	108.0	105.0	111.0	117.0
CSOT	Smartphone	10.0	9.2	8.9	8.4	8.0	7.5
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
EverDisplay	Foldable phone	0.0	0.0	0.0	0.0	0.0	0.0
	Smartphone	0.0	0.0	0.0	0.0	0.0	0.0
JDI	Smartphone	0.0	0.0	0.0	0.0	0.0	0.0
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
LG Display	Smartphone	0.0	0.0	0.0	0.0	0.0	0.0
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
Samsung Display	Foldable phone	11.4	18.3	25.8	34.4	44.0	55.1
	Game	0.0	0.0	0.0	0.0	0.0	0.0
	Smartphone	294.0	291.0	287.0	282.0	276.0	270.0
Tianma	Smartphone	0.0	0.0	0.0	0.0	0.0	0.0
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
Visionox	Foldable phone	0.0	0.0	0.0	0.0	0.0	0.0
	Smartphone	48.0	45.4	42.7	40.0	37.3	34.6
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
Total		116.4	131.4	144.1	151.9	161.2	172.4

Yearly Forecast Revenue

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

Nation (All)
Substrate (All)

Company	Application	US Million					
		2023	2024	2025	2026	2027	2028
AUO	Smartphone	-	-	-	-	-	-
	Watch	-	-	-	-	-	-
BOE	Foldable phone	95.0	1,036.4	1,440.0	1,898.0	2,495.7	3,207.2
	Smartphone	1,200.0	1,280.2	1,360.0	1,407.0	1,454.4	1,501.2
CSOT	Smartphone	100.0	107.0	109.0	110.0	111.0	112.0
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
EverDisplay	Foldable phone	0.0	0.0	0.0	0.0	0.0	0.0
	Smartphone	0.0	0.0	0.0	0.0	0.0	0.0
JDI	Smartphone	0.0	0.0	0.0	0.0	0.0	0.0
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
LG Display	Smartphone	0.0	0.0	0.0	0.0	0.0	0.0
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
Samsung Display	Foldable phone	1,000.0	1,470.4	1,804.0	2,240.0	2,817.7	3,582.4
	Game	0.0	0.0	0.0	0.0	0.0	0.0
	Smartphone	17,840.0	17,300.0	16,800.0	16,270.0	15,740.0	15,210.0
Tianma	Smartphone	0.0	0.0	0.0	0.0	0.0	0.0
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
Visionox	Foldable phone	0.0	0.0	0.0	0.0	0.0	0.0
	Smartphone	1,240.0	1,240.2	1,240.0	1,240.0	1,240.0	1,240.0
	Watch	0.0	0.0	0.0	0.0	0.0	0.0
Total		15,365.2	16,396.6	16,209.2	16,117.2	16,007.2	15,892.6

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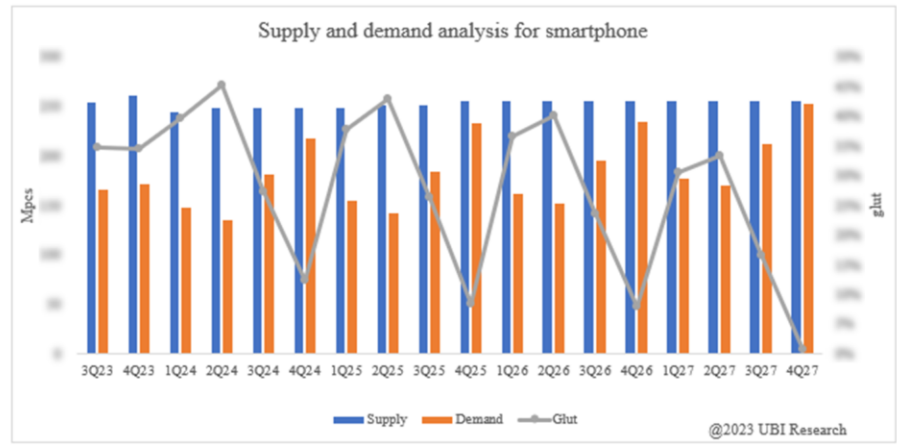
Quarterly Supply and Demand Analysis

Contents

- Supply and Demand Analysis for Smartphone

Supply and Demand Analysis for Smartphone (M pcs)

	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	
Supply	200.2	201.3	202.4	203.5	204.6	205.7	206.8	207.9	209.0	210.1	211.2	212.3	213.4	214.5	215.6	216.7	217.8	218.9	220.0
Demand	180.1	181.2	182.3	183.4	184.5	185.6	186.7	187.8	188.9	190.0	191.1	192.2	193.3	194.4	195.5	196.6	197.7	198.8	200.0
Glut	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.1	20.0





Chief Analyst
Dr. Choonghoon YI