# **QB** RESEARCH

# Quarterly Small OLED Display Market Track Sample

2Q, 2024

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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 m<sup>2</sup>)

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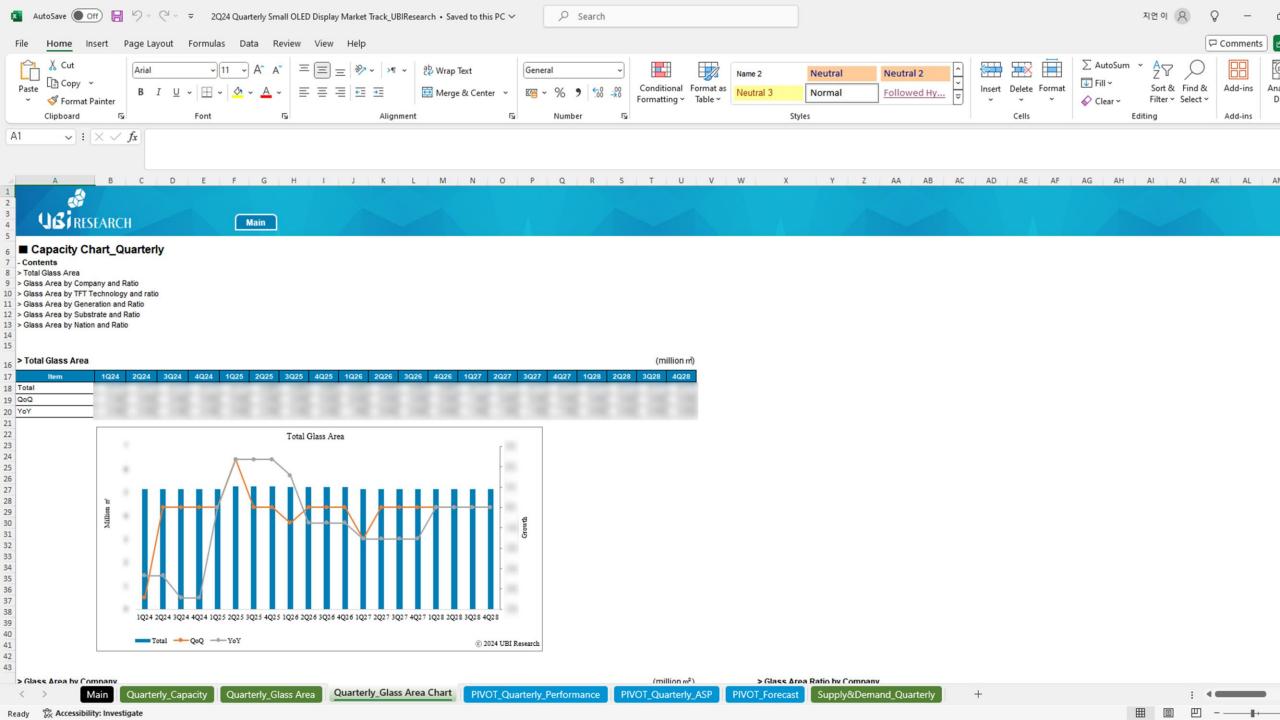
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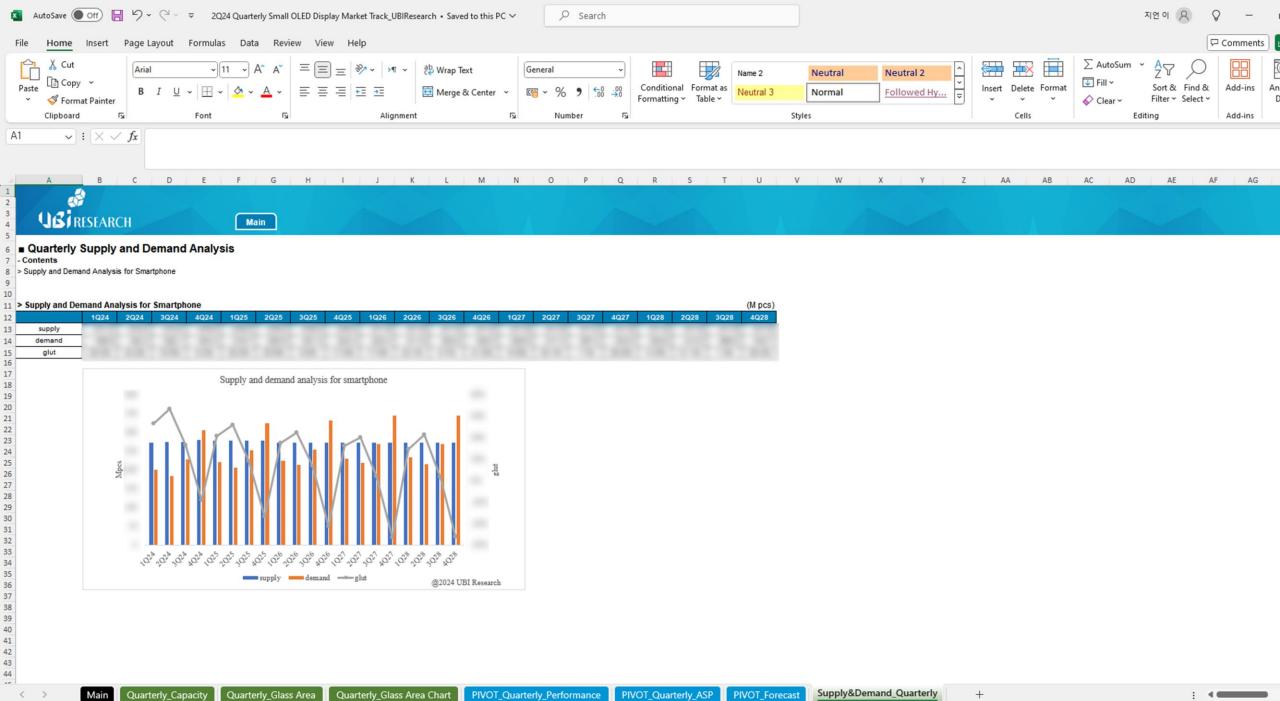
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