

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 m²)

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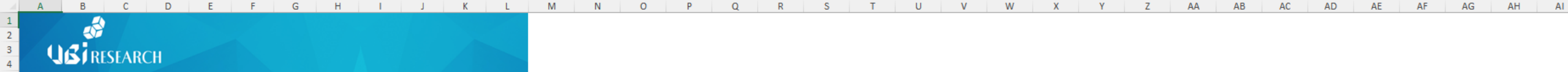
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Small OLED Display Quarterly Market Track_PIVOT
- 2Q24 Data Tables

- [Quarterly Capacity](#)
- [Quarterly Capacity Glass Area](#)
- [Quarterly Capacity Glass Area Chart](#)
- [PIVOT Quarterly Performance](#)
- [PIVOT Quarterly ASP Trend](#)
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- [Supply & Demand for Smartphone](#)

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Data_Quarterly

- Contents

> Glass Area

> Quarterly Capacity_Glass Area (million m)

| Nation | Company | Fab. Location | Gen | Backplane | 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 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Korea | Samsung Display | Tangjeong A2 | 5.5 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Korea | Samsung Display | Tangjeong A3 | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Korea | Samsung Display | Tangjeong A3 | 6 | LTPO TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Korea | Samsung Display | Tangjeong A4 | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Korea | Samsung Display | Tangjeong A4 | 6 | LTPO TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Korea | LG Display | Paju E6 | 6 | LTPO TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Korea | LG Display | Gumi E5 | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | BOE | Mianyang B11 | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | BOE | Mianyang B11 | 6 | LTPO TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | BOE | Chengdu B7 | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | BOE | Chengdu B7 | 6 | LTPO TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | BOE | Ordos B6 | 5.5 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | BOE | Chongqing B12 | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | BOE | Chongqing B12 | 6 | LTPO TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | CSOT | Wuhan T4 | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | CSOT | Wuhan T4 | 6 | LTPO TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Everdisplay | Shanghai | 4.5 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Everdisplay | Shanghai | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Tianma | Shanghai | 5.5 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Tianma | Wuhan | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Tianma | Xiamen | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Tianma | Xiamen | 6 | LTPO TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Visionox | Guan V2 | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Visionox | Hefei V3 | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Visionox | Hefei V3 | 6 | LTPO TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| China | Visionox | Kunshan V1 | 5.5 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Japan | Japan Display | Mobara | 6 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Japan | Sharp | Sakai | 4.5 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Taiwan | AUO | Linkou | 3.25 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |
| Taiwan | AUO | Singapore | 4 | LTFS TFT | | | | | | | | | | | | | | | | | | | | | | | | | |

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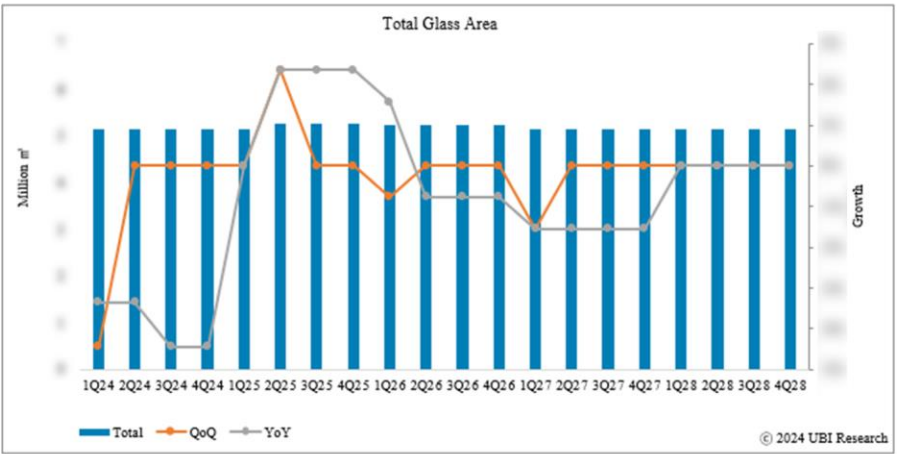


Capacity Chart_Quarterly

- 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 m²)

| Item | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | 2Q25 | 3Q25 | 4Q25 | 1Q26 | 2Q26 | 3Q26 | 4Q26 | 1Q27 | 2Q27 | 3Q27 | 4Q27 | 1Q28 | 2Q28 | 3Q28 | 4Q28 |
|-------|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Total | [Blurred Data] | | | | | | | | | | | | | | | | | | | |
| QoQ | [Blurred Data] | | | | | | | | | | | | | | | | | | | |
| YoY | [Blurred Data] | | | | | | | | | | | | | | | | | | | |



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Quarterly Shipment Performance

-Contents
>Pivot of quarterly shipment performance (Mpcs)

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

| Application | Company | Mpcs | | | | | | | | | | | | | | | | | | | | | |
|----------------|-----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--|
| | | 1Q19 | 2Q19 | 3Q19 | 4Q19 | 1Q20 | 2Q20 | 3Q20 | 4Q20 | 1Q21 | 2Q21 | 3Q21 | 4Q21 | 1Q22 | 2Q22 | 3Q22 | 4Q22 | 1Q23 | 2Q23 | 3Q23 | 4Q23 | 1Q24 | |
| Foldable Phone | BOE | | | | | | | | | | | | | | | | | | | | | | |
| | CSOT | | | | | | | | | | | | | | | | | | | | | | |
| | Samsung Display | | | | | | | | | | | | | | | | | | | | | | |
| | Visionox | | | | | | | | | | | | | | | | | | | | | | |
| Game | Samsung Display | | | | | | | | | | | | | | | | | | | | | | |
| Smart Phone | AUO | | | | | | | | | | | | | | | | | | | | | | |
| | BOE | | | | | | | | | | | | | | | | | | | | | | |
| | CSOT | | | | | | | | | | | | | | | | | | | | | | |
| | EverDisplay | | | | | | | | | | | | | | | | | | | | | | |
| | LG Display | | | | | | | | | | | | | | | | | | | | | | |
| | Samsung Display | | | | | | | | | | | | | | | | | | | | | | |
| | Tianma | | | | | | | | | | | | | | | | | | | | | | |
| | Truly | | | | | | | | | | | | | | | | | | | | | | |
| | Visionox | | | | | | | | | | | | | | | | | | | | | | |
| Watch | AUO | | | | | | | | | | | | | | | | | | | | | | |
| | BOE | | | | | | | | | | | | | | | | | | | | | | |
| | EverDisplay | | | | | | | | | | | | | | | | | | | | | | |
| | JDI | | | | | | | | | | | | | | | | | | | | | | |
| | LG Display | | | | | | | | | | | | | | | | | | | | | | |
| | Samsung Display | | | | | | | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | | | | | | | | |

Quarterly Revenue Performance

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Yearly Forecast Shipment

- Contents
> Pivot of forecast shipment (Mpcs)

Nation (All) [v]
Substrate (All) [v]

| Company | Application | M pcs | | | | |
|-----------------|----------------|-------|------|------|------|------|
| | | 2024 | 2025 | 2026 | 2027 | 2028 |
| BOE | Foldable phone | | | | | |
| | Watch | | | | | |
| | Smartphone | | | | | |
| CSOT | Foldable phone | | | | | |
| | Smartphone | | | | | |
| JDI | Watch | | | | | |
| LG Display | Watch | | | | | |
| | Smartphone | | | | | |
| Samsung Display | Foldable phone | | | | | |
| | Watch | | | | | |
| | Smartphone | | | | | |
| | Game | | | | | |
| Tianma | Watch | | | | | |
| | Smartphone | | | | | |
| Visionox | Foldable phone | | | | | |
| | Watch | | | | | |
| | Smartphone | | | | | |
| EverDisplay | Watch | | | | | |
| | Smartphone | | | | | |
| Total | | | | | | |

Yearly Forecast Revenue

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

Nation (All) [v]
Substrate (All) [v]

| Company | Application | US\$ million | | | | |
|-----------------|----------------|--------------|------|------|------|------|
| | | 2024 | 2025 | 2026 | 2027 | 2028 |
| BOE | Foldable phone | | | | | |
| | Watch | | | | | |
| | Smartphone | | | | | |
| CSOT | Foldable phone | | | | | |
| | Smartphone | | | | | |
| JDI | Watch | | | | | |
| LG Display | Watch | | | | | |
| | Smartphone | | | | | |
| Samsung Display | Foldable phone | | | | | |
| | Watch | | | | | |
| | Smartphone | | | | | |
| | Game | | | | | |
| Tianma | Watch | | | | | |
| | Smartphone | | | | | |
| Visionox | Foldable phone | | | | | |
| | Watch | | | | | |
| | Smartphone | | | | | |
| EverDisplay | Watch | | | | | |
| | Smartphone | | | | | |
| Total | | | | | | |

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General Number Conditional Formatting Format as Table Styles

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Quarterly Supply and Demand Analysis

- Contents
- > Supply and Demand Analysis for Smartphone

> Supply and Demand Analysis for Smartphone (M pcs)

| | 1Q24 | 2Q24 | 3Q24 | 4Q24 | 1Q25 | 2Q25 | 3Q25 | 4Q25 | 1Q26 | 2Q26 | 3Q26 | 4Q26 | 1Q27 | 2Q27 | 3Q27 | 4Q27 | 1Q28 | 2Q28 | 3Q28 | 4Q28 | |
|--------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--|
| supply | | | | | | | | | | | | | | | | | | | | | |
| demand | | | | | | | | | | | | | | | | | | | | | |
| glut | | | | | | | | | | | | | | | | | | | | | |

