

# Quarterly Medium & Large OLED Display Market Track Sample

**3Q, 2024**

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# 1. Reference Guide

## Application Covered

- Automotive
- Notebook
- Monitor
- Tablet PC
- TV
- Etc.

## 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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**Medium & Large OLED Display Quarterly Market Track**  
- 3Q24 Data Tables

- [Quarterly Capacity](#)
- [Quarterly Capacity Glass Area](#)
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- [PIVOT Quarterly ASP Trend](#)
- [PIVOT Forecast](#)
- [Supply & Demand for TV](#)

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**Data\_Quarterly**

- Contents
- > Capa/month

> Capa/month (1,000 sheets)

Nation	Company	Fab. Location	Gen	Backplane	OLED Method	Status	Line Status					Possibility	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28	
							PO	Install	PP	MP	RU																										
Korea	Samsung Display	Tangjeong A2	5.5	LTPS TFT	RGB OLED	MP	2Q11	1Q12	2Q12	4Q12	-																										
Korea	Samsung Display	Tangjeong A2	5.5	LTPS TFT	RGB OLED	MP	2Q17	1Q18	2Q18	3Q18	-																										
Korea	Samsung Display	Tangjeong A2	5.5	LTPS TFT	RGB OLED	MP	3Q16	2Q17	3Q17	4Q17	-																										
Korea	Samsung Display	Tangjeong A2	5.5	LTPS TFT	RGB OLED	MP	4Q12	3Q13	4Q13	3Q14	-																										
Korea	Samsung Display	Tangjeong A3	6.0	LTPO TFT	RGB OLED	MP	3Q16	2Q17	3Q17	4Q17	-																										
Korea	Samsung Display	Tangjeong A3	6.0	LTPO TFT	RGB OLED	MP	4Q15	3Q16	4Q16	1Q17	-																										
Korea	Samsung Display	Tangjeong A5	8.8	Oxide TFT	RGB OLED	ordered	3Q23	4Q24	1Q25	3Q25	-																										
Korea	Samsung Display	Tangjeong A5	8.8	LTPO TFT	RGB tandem OL	ordered	3Q23	1Q24	2Q24	4Q24	-																										
Korea	Samsung Display	Tangjeong Q1	8.5	Oxide TFT	QD OLED	MP	1Q20	3Q20	4Q20	4Q21	-																										
Korea	Samsung Display	Tangjeong Q1	8.5	Oxide TFT	QD OLED	MP	-	-	-	-	-	2Q24																									
Korea	Samsung Display	Tangjeong Q1	8.5	Oxide TFT	QD OLED	MP	-	-	-	-	-	3Q23																									
Korea	Samsung Display	Tangjeong Q1	8.5	Oxide TFT	QD OLED	MP	-	-	-	-	-	4Q22																									
Korea	LG Display	Guangzhou 1	8.5	Oxide TFT	WRGB OLED	MP	1Q18	4Q18	1Q19	3Q20	3Q21																										
Korea	LG Display	Guangzhou 2	8.5	Oxide TFT	WRGB OLED	MP	3Q18	2Q19	3Q19	3Q20	3Q21																										
Korea	LG Display	Gumi E5	6.0	LTPS TFT	RGB OLED	MP	1Q16	4Q16	1Q17	3Q17	-																										
Korea	LG Display	Paju E3	8.5	Oxide TFT	WRGB OLED	MP	4Q10	3Q11	1Q12	1Q13	1Q18																										
Korea	LG Display	Paju E4	8.5	Oxide TFT	WRGB OLED	MP	2Q13	1Q14	2Q14	3Q14	3Q20																										
Korea	LG Display	Paju E4	8.5	Oxide TFT	WRGB OLED	MP	4Q15	3Q16	4Q16	1Q17	3Q20																										
Korea	LG Display	Paju E6	6.0	LTPO TFT	RGB tandem OL	Install	4Q21	3Q22	1Q23	1Q24	-																										
China	BOE	Chengdu B16	8.8	Oxide TFT	RGB OLED	Planning	3Q25	3Q26	4Q26	2Q27	-																										
China	BOE	Chengdu B16	8.8	LTPO TFT	RGB tandem OL	Planning	3Q24	3Q25	4Q25	3Q26	-																										
China	BOE	Chongqing B12	6.0	LTPS TFT	RGB tandem OL	Install	3Q21	2Q22	1Q24	2Q24	-																										
China	BOE	Hefei	8.5	Oxide TFT	WRGB OLED	PP	4Q12	4Q13	2Q14	-	-																										
China	Visionox	Guangzhou V4	6.0	LTPS TFT	RGB tandem OL	Expect	-	-	-	-	-																										
China	Visionox	Hefei V3	6.0	LTPS TFT	RGB tandem OL	Install	3Q22	2Q23	4Q23	1Q24	-																										

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Comments

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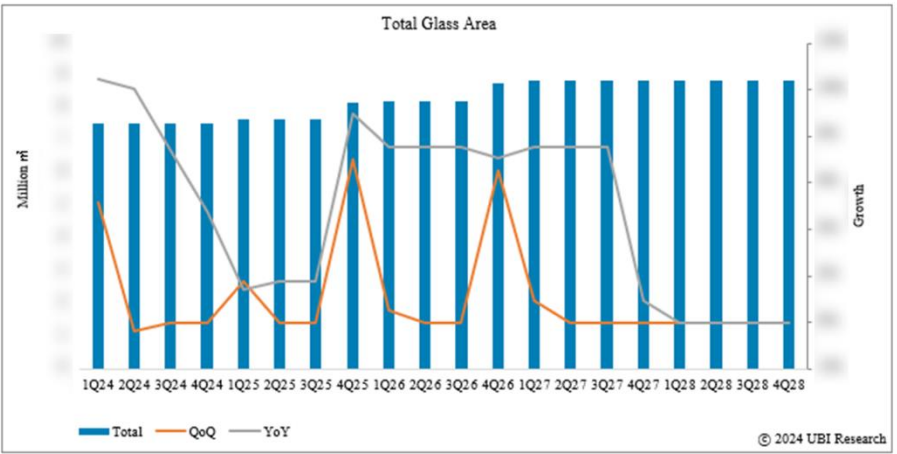


### Capacity Chart\_Quarterly

- 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 m<sup>2</sup>)

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



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**Quarterly ASP Trend**

- Contents  
> Pivot of quarterly ASP (US\$)

Nation (All) Substrate (All)

Application Size

Application	Size	US\$	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	
Automotive																					
etc																					
Monitor																					
NB																					
Tablet																					
TV																					

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Comments

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### Yearly Forecast Shipment

- Contents  
> Pivot of forecast shipment (Mpcs)

Company	Application	M pcs				
		2024	2025	2026	2027	2028
BOE	Tablet					
LG Display	Automotive					
	Tablet					
	TV					
Samsung Display	Automotive					
	Monitor					
	NB					
	Tablet					
	TV					
Visionox	Tablet					
<b>Total</b>						

### Yearly Forecast Revenue

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

Company	Application	US\$ million				
		2024	2025	2026	2027	2028
BOE	Tablet					
LG Display	Automotive					
	Tablet					
	TV					
Samsung Display	Automotive					
	Monitor					
	NB					
	Tablet					
	TV					
Visionox	Tablet					
<b>Total</b>						



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Quarterly Supply and Demand Analysis

Contents

Supply and Demand Analysis for TV

Supply and Demand Analysis for TV (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																					

