

Quarterly Small OLED Display Market Track Sample

3Q, 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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Small OLED Display Quarterly Market Track_PIVOT
- 3Q24 Data Tables

- [Quarterly Capacity](#)
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- [PIVOT Quarterly Performance](#)
- [PIVOT Quarterly ASP Trend](#)
- [PIVOT Forecast](#)
- [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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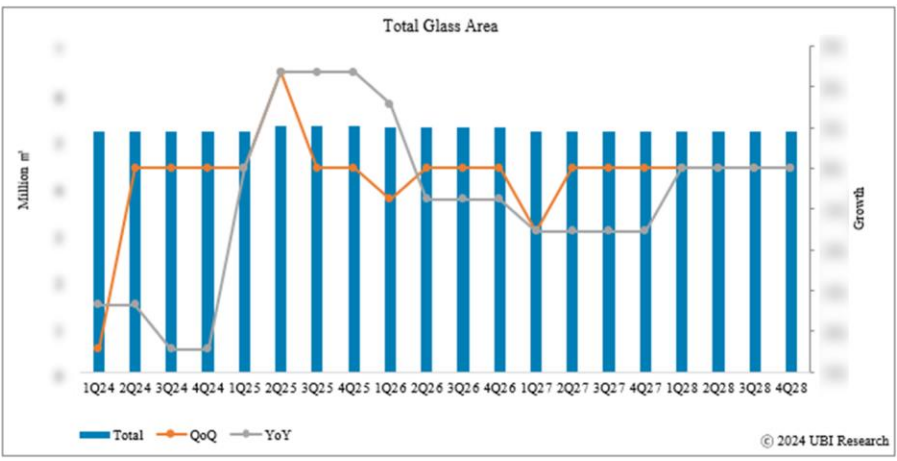
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- Capacity Chart_Quarterly
- Contents
- > Total Glass Area
- > Glass Area by Company and Ratio
- > Glass Area by TFT Technology and ratio
- > Glass Area by Generation and Ratio
- > Glass Area by Substrate and Ratio
- > Glass Area by Nation and Ratio

> 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																				
QoQ																				
YoY																				



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Quarterly Shipment Performance

- Contents
> Pivot of quarterly shipment performance (Mpcs)

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

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

Quarterly Revenue Performance

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Yearly Forecast Shipment

- Contents
> Pivot of forecast shipment (Mpcs)

Nation (All)
Substrate (All)

Company	Application	M pcs				
		2024	2025	2026	2027	2028
BOE	Foldable phone					
	Watch					
	Smartphone					
CSOT	Foldable phone					
	Smartphone					
JDI	Watch					
LG Display	Watch					
	Smartphone					
	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)
Substrate (All)

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

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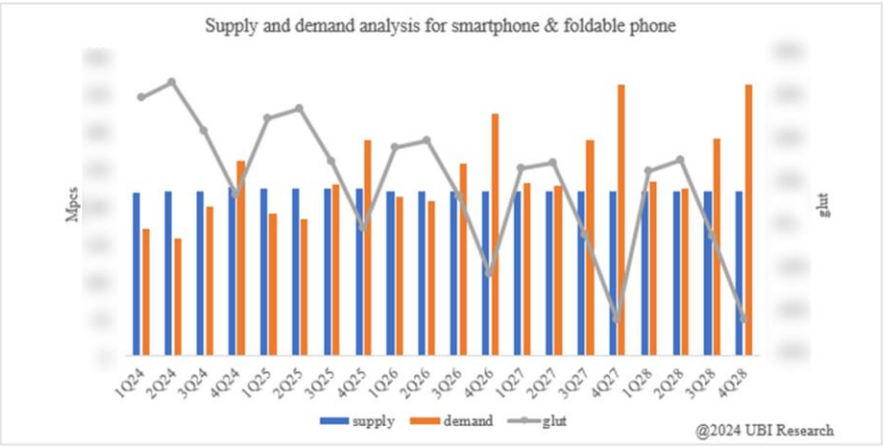


Quarterly Supply and Demand Analysis

- 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																					





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