

Quarterly Medium & Large OLED Display Market Track Sample

4Q, 2024

**Chief Analyst
Dr. Choonghoon YI**

**choonghoon@ubiresearch.com
Website : www.ubiresearch.com**

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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 m²)

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Medium & Large OLED Display Quarterly Market Track
- 4Q24 Data Tables

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

Analyst: Choong Hoon Yi: choonghoon@ubiresearch.com
www.ubiresearch.com

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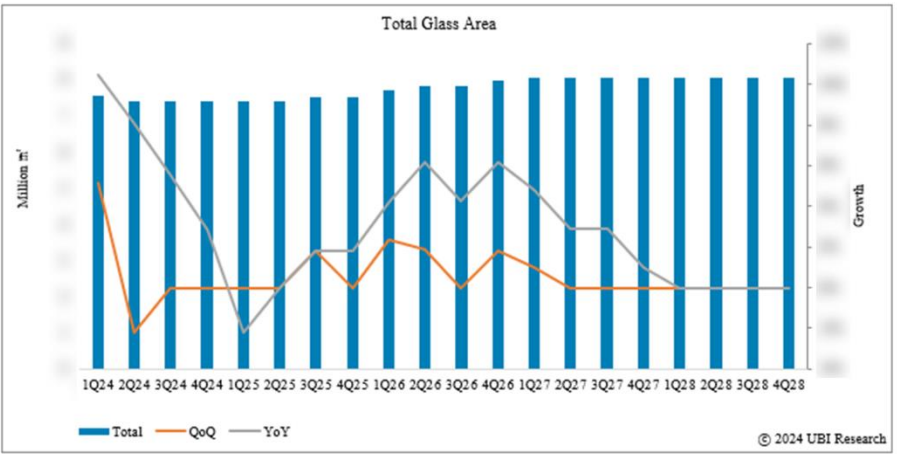


Capacity Chart_Quarterly

- 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 ASP Trend

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

Nation (All) Substrate (All)

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

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Yearly Forecast Shipment

- Contents
> Pivot of forecast shipment (Mpcs)

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

Yearly Forecast Revenue

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

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

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Main

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																						

