

# Quarterly Small OLED Display Market Track Sample

**4Q, 2024**

**Chief Analyst  
Dr. Choonghoon YI**

**choonghoon@ubiresearch.com  
Website : [www.ubiresearch.com](http://www.ubiresearch.com)**

# Table of Contents

- 1. Reference Guide**
- 2. Quarterly Issue**
- 3. Line Capacity**
- 4. Total Sales Summary**
- 5. Quarterly Sales by Company**
- 6. Quarterly Sales by Application**
- 7. Quarterly Sales for Smartphone and Foldable Phone**
- 8. Market Forecast**
- 9. Supply and Demand Analysis for Smartphone**

# 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>)

File Home Insert Page Layout Formulas Data Review View Help

Clipboard: Paste, Cut, Copy, Format Painter

Font: Calibri, 11, Bold, Italic, Underline, Text Color, Background Color

Alignment: Left, Center, Right, Indent, Merge & Center

Number: General, Percentage, Currency, Date, Time

Styles: Neutral, Neutral 2, Neutral 3, Normal

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

Add-ins: Add-ins, Analyze Data

A1 : [X] [✓] [fx]

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB AC AD AE AF AG AH AI



**Small OLED Display Quarterly Market Track\_PIVOT**  
- 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 Smartphone](#)

*Analyst: Choong Hoon Yi: choonghoon@ubiresearch.com*  
[www.ubiresearch.com](http://www.ubiresearch.com)

[ Notice ]

1. This file is published by UBI RESEARCH.
2. This file is available for buyers only, if not, he or she shall compensates ten times of the buying price due to the violation of the copyright.
3. This file is disclose-able with the consent of UBI RESEARCH.
4. This file is subject to UBI RESEARCH and the printing, copying, and binding are governed by the relevant laws.

File Home Insert Page Layout Formulas Data Review View Help

Clipboard: Paste, Cut, Copy, Format Painter

Font: Arial, 11, Bold, Italic, Underline, Text Color, Background Color

Alignment: Merge & Center, Wrap Text

Number: General, Percent, Decimals

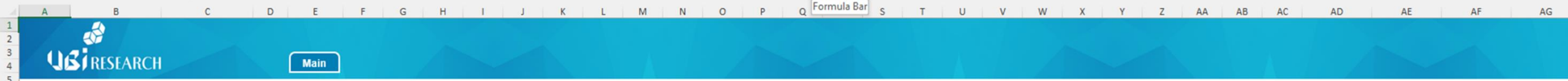
Styles: Neutral, Neutral 2, Neutral 3, Normal

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

Add-ins: Add-ins, Analyze Data

Formula Bar: A1



**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																								

File Home Insert Page Layout Formulas Data Review View Help

Clipboard: Paste, Cut, Copy, Format Painter

Font: Arial, 11, Bold, Italic, Underline, Text Color, Background Color

Alignment: Left, Center, Right, Merge & Center

Number: General, Percentage, Decimals

Styles: Neutral, Neutral 2, Neutral 3, Normal

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

Add-ins: Add-ins, Analyze Data

A1 : fx

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM
--	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----

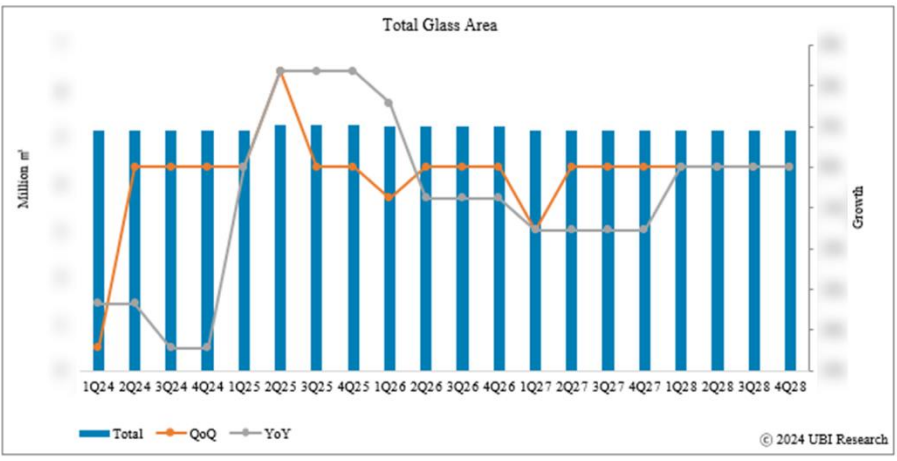


**Capacity Chart\_Quarterly**

- 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																					



File Home Insert Page Layout Formulas Data Review View Help

Clipboard: Paste, Cut, Copy, Format Painter

Font: Calibri, 11, Bold, Italic, Underline, Text Color, Background Color

Alignment: Left, Center, Right, Indent, Merge & Center

Number: General, Percentage, Decimals

Styles: Neutral, Neutral 2, Neutral 3, Normal

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

Add-ins: Add-ins, Analyze Data

A1 : fx

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB



**Quarterly Shipment Performance**

- Contents  
> Pivot of quarterly shipment performance (Mpcs)

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

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

**Quarterly Revenue Performance**

File Home Insert Page Layout Formulas Data Review View Help

Clipboard: Paste, Cut, Copy, Format Painter

Font: Calibri, 11, Bold, Italic, Underline, Text Color, Background Color

Alignment: Wrap Text, Merge & Center

Number: General, Percentage, Decimals

Styles: Neutral, Neutral 2, Neutral 3, Normal

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

Add-ins: Add-ins, Analyze Data

A1 : fx

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB AC



### 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					
<b>Total</b>						

### 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					
<b>Total</b>						



AutoSave Off | 4Q24 Quarterly Small OLED Display Market Track\_UBIRearch | Search

File Home Insert Page Layout Formulas Data Review View Help

Clipboard: Paste, Cut, Copy, Format Painter

Font: Arial, 11, Bold, Italic, Underline, Text Color, Background Color

Alignment: Left, Center, Right, Merge & Center

Number: General, Percentage, Decimals

Styles: Neutral, Neutral 2, Neutral 3, Normal

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Filter, Find & Select

Add-ins: Add-ins, Analyze Data

A1 : [ ] [ ] [ ]

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB AC AD AE AF AG



## 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																					

