

Quarterly Small OLED Display Market Tracker Sample

1Q, 2026

**Analyst
Changwook Han
Junho Kim**

**cwhan@ubiresearch.com
Website : 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. Market Forecast**
- 8. 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 m²)

File Home Insert Draw Page Layout Formulas Data Review View Automate Help Acrobat

Clipboard: Paste, Cut, Copy, Format Painter

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

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

Number: General, Percentage, Decimals

Styles: Conditional Formatting, Format as Table

Cells: Insert, Delete, Format

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

Add-ins: Add-ins, Copilot, Adobe Acrobat

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



Small OLED Display Quarterly Market Tracker_PIVOT
- 1Q26 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: Inuho Kim: alertriot@ubiresearch.com
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.

Clipboard

Paste

Cut

Copy

Format Painter

Font

Arial 11

B I U

Color

Alignment

Wrap Text

Merge & Center

Number

General

%

Styles

Conditional Formatting

Format as Table

Cells

Insert

Delete

Format

Editing

AutoSum

Fill

Clear

Sort & Filter

Find & Select

Add-ins

Copilot

Adobe AI

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



Data_Quarterly

- Contents
- > Glass Area

> Quarterly Capacity_Glass Area

Company	Fab. Location	Gen	Backplane	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28	1Q29	2Q29	3Q29	4Q29	1Q30	2Q30	3Q30	4Q30
Samsung Display	Cheonan A1	4	LTPS TFT																				
Samsung Display	Tangjeong A2	5.5	LTPS TFT																				
Samsung Display	Tangjeong A3	6	LTPS TFT																				
Samsung Display	Tangjeong A3	6	LTPO TFT																				
Samsung Display	Tangjeong A4	6	LTPS TFT																				
Samsung Display	Tangjeong A4	6	LTPO TFT																				
LG Display	Gumi E5	6	LTPS TFT																				
LG Display	Paju E6	6	LTPO TFT																				
LG Display	Paju E8	6	LTPO TFT																				
Tianma	Shanghai	5.5	LTPS TFT																				
Tianma	Wuhan	6	LTPS TFT																				
Tianma	Xiamen	6	LTPS TFT																				
Tianma	Xiamen	6	LTPO TFT																				
BOE	Ordos	5.5	LTPS TFT																				
BOE	Chengdu B7	6	LTPS TFT																				
BOE	Chengdu B7	6	LTPO TFT																				
BOE	Mianyang B11	6	LTPS TFT																				
BOE	Mianyang B11	6	LTPO TFT																				
BOE	Chongqing B12	6	LTPS TFT																				
BOE	Chongqing B12	6	LTPO TFT																				
BOE	Chengdu B16	8.6	LTPO TFT																				
Visionox	Kunshan V1	5.5	LTPS TFT																				
Visionox	Guan V2	6	LTPS TFT																				
Visionox	Hefei V3	6	LTPS TFT																				
Visionox	Hefei V3	6	LTPO TFT																				
CSOT	Wuhan T4	6	LTPS TFT																				
CSOT	Wuhan T4	6	LTPO TFT																				
HKC	Kunshan H6	5.5	LTPS TFT																				
HKC	Mianyang H7	6	LTPS TFT																				
Everdisplay	Shanghai 1	4.5	LTPS TFT																				
Everdisplay	Shanghai 2	6	LTPS TFT																				
	Total																						

Clipboard: Paste, Cut, Copy, Format Painter

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

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

Number: General, Percentage, Decimals, Thousands Separator

Styles: Conditional Formatting, Format as Table, Styles

Cells: Insert, Delete, Format

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

Add-ins: Add-ins, Copilot, PDF

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 AN

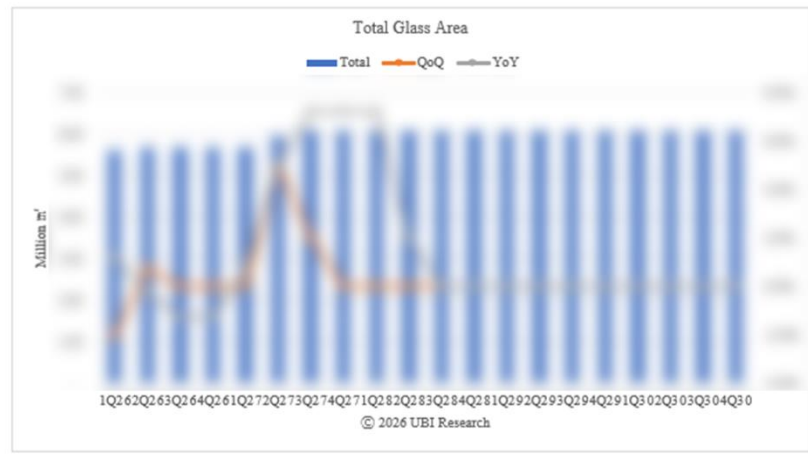


Capacity Chart_Quarterly

- 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	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28	1Q29	2Q29	3Q29	4Q29	1Q30	2Q30	3Q30	4Q30
Total																				
QoQ																				
YoY																				



1Q26 Quarterly Small OLED Display Market Track_UBIResearch

Search

File Home Insert Draw Page Layout Formulas Data Review View Automate Help Acrobat

Clipboard: Paste, Cut, Copy, Format Painter

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

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

Number: General, Percentage, Decimals, Thousands Separator

Styles: Conditional Formatting, Format as Table, Styles

Cells: Insert, Delete, Format

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

Add-ins: Add-ins, Copilot, Adobe Acrobat

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



Quarterly Shipment Performance

- Contents
> Pivot of quarterly shipment performance (Mpcs)

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

Company	Application	Mpcs																					
		1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25		
⊖ AUO	Watch																						
⊖ BOE	Foldable Phone																						
	Smart Phone																						
	Watch																						
⊖ CSOT	Foldable Phone																						
	Smart Phone																						
	Watch																						
⊖ EverDisplay	Smart Phone																						
	Watch																						
⊖ JDI	Watch																						
⊖ LG Display	Smart Phone																						
	Watch																						
⊖ Samsung Display	Foldable Phone																						
	Game																						
	Smart Phone																						
	Watch																						
⊖ Tianma	Foldable Phone																						
	Smart Phone																						
	Watch																						
⊖ Visionox	Foldable Phone																						
	Smart Phone																						
	Watch																						
Total																							

Quarterly Revenue Performance

Main Quarterly_Capacity Quarterly_Glass Area Quarterly_Glass Area Chart PIVOT_Quarterly_Performance PIVOT_Quarterly_ASP PIVOT_Forecast Supply&Demand_Quarterly

Clipboard: Paste, Cut, Copy, Format Painter

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

Alignment: Left, Center, Right, Justify, Merge & Center, Wrap Text

Number: General, Percentage, Decimals, Thousands Separator

Styles: Conditional Formatting, Format as Table, Increase/Decrease Indent, Increase/Decrease Spacing, Increase/Decrease Font Size, Decrease/Increase Font Size

Cells: Insert, Delete, Format

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

Add-ins: Add-ins, Copilot, Adobe PDF

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



Yearly Forecast Shipment

- Contents
> Pivot of forecast shipment (Mpcs)

Nation (All)
Substrate (All)

Company	Application	M pcs				
		2026	2027	2028	2029	2030
BOE	Foldable phone					
	Watch					
	Smartphone					
CSOT	Foldable phone					
	Watch					
	Smartphone					
EverDisplay	Watch					
	Smartphone					
HKC	Smartphone					
JDI	Watch					
LG Display	Watch					
	Smartphone					
Samsung Display	Foldable phone					
	Watch					
	Smartphone					
	Game					
Tianma	Foldable phone					
	Watch					
	Smartphone					
Visionox	Foldable phone					
	Watch					
	Smartphone					
Total						

Yearly Forecast Revenue

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

Nation (All)
Substrate (All)

Company	Application	US\$ million				
		2026	2027	2028	2029	2030
BOE	Foldable phone					
	Watch					
	Smartphone					
CSOT	Foldable phone					
	Watch					
	Smartphone					
EverDisplay	Watch					
	Smartphone					
HKC	Smartphone					
JDI	Watch					
LG Display	Watch					
	Smartphone					
Samsung Display	Foldable phone					
	Watch					
	Smartphone					
	Game					
Tianma	Foldable phone					
	Watch					
	Smartphone					
Visionox	Foldable phone					
	Watch					
	Smartphone					
Total						

File Home Insert Draw Page Layout Formulas Data Review View Automate Help Acrobat

Clipboard: Paste, Cut, Copy, Format Painter

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

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

Number: General, Percentage, Decimals, Thousands Separator

Styles: Conditional Formatting, Format as Table, Styles

Cells: Insert, Delete, Format

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

Add-ins: Add-ins, Copilot, Adobe Acrobat

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
--	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----



Quarterly Supply and Demand Analysis

- Contents
 > Supply and Demand Analysis for Smartphone

> Supply and Demand Analysis for Smartphone (M pcs)

	1Q26	2Q26	3Q26	4Q26	1Q27	2Q27	3Q27	4Q27	1Q28	2Q28	3Q28	4Q28	1Q29	2Q29	3Q29	4Q29	1Q30	2Q30	3Q30	4Q30	
supply																					
demand																					
glut																					

