

Touch Panel Market Tracker

Calvin Hsieh, Director

ACTUALS AND FORECAST

Frequency, Time Period

- Quarterly update
- Quarterly survey on embedded touch
- Quarterly forecast update

Measures

- Shipments, revenue, and ASP by:
 - Technology
 - Sensor structure
 - Sensor substrate
 - Application
 - Module size
 - Module area
 - Module maker
- Module cost model by:
 - Application
 - Module size
- Controller shipments and ASP by:
 - Application
- Active stylus shipments by:
 - Application
 - Technology
 - Pressure sensing
 - Module size

PRODUCTS COVERED

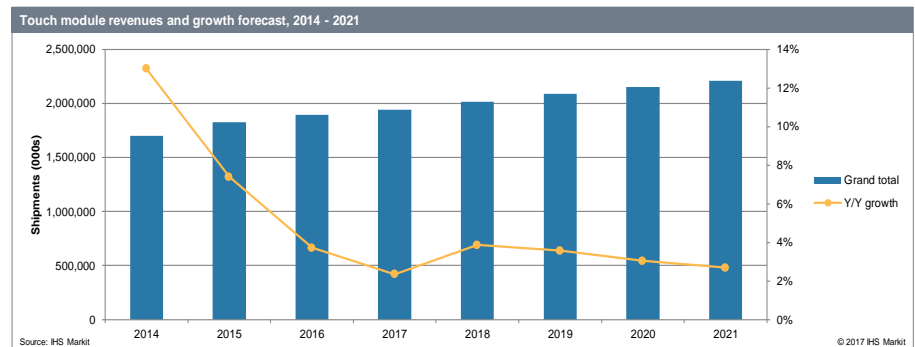
- Smart watch
- Mobile phone
- Tablet PC
- Notebook PC
- All-in-one PC
- Other consumer applications
- Commercial applications

TECHNOLOGIES COVERED

- Projected capacitive
- In-cell TFT LCD
- On-cell TFT LCD
- On-cell AMOLED
- Flexible touch displays
- Force touch enhancement
- Display-based fingerprint
- Active stylus support
- Controller IC trends
- ITO material replacement

The quarterly Touch Panel Market Tracker focuses on display-based user interfaces, and provides a comprehensive analysis of touch panel technologies, sensor structures, applications, module area, ASPs, cost models, active stylus, force touch, emerging trends, and market forecasts. The report includes a quarterly analysis of the entire market and four Excel databases (pivot table format) throughout the year.

IHS Markit surveys and profiles near 100 makers of touch panel modules (including add-on types and embedded types from panel makers) to produce this report. Shipments and revenues for near 100 touch panel makers are included.



Key Issues Addressed

- Touch UI-related technologies, sensor structures, applications, and other industry trends
- In-cell and on-cell evolution
- Flexible touch evolution
- Panel maker profiles featuring embedded touch activity, technological innovations, product specifications, and more
- Supply chain on controller, material and module ends
- The latest trends in touch with user interface enhancements
- Forecasts and roadmaps for technologies and applications most likely to thrive

Applicable To

- Brand manufacturers, OEMs, ODMs
 - Product marketing managers
 - Procurement managers
- Panel makers
 - Product marketing/strategic planning managers
 - Marketing intelligence managers
- Touch module makers
- Touch-related materials (such as adhesive and cover glass) and component suppliers
- Touch controller and display driver IC makers
- The investment community

Lead analyst

Calvin Hsieh - Director

Calvin Hsieh is a research director at IHS. He has more than a decade of experience crafting strategies and managing product lines at leading display organizations across the globe. Prior to joining DisplaySearch, Calvin was the product marketing director at Proview Electronics, one of the world's largest LCD monitor and TV manufacturers. His past experiences also include imaging software development, e-commerce and display-related industry.

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Key findings

Executive summary

Overall touch panel market trends

- Market trend summary
- Overall market and forecast

Touch panel market forecast analysis

- Major applications
- Technologies
- Sensor structures
- Module area
- Active stylus
- Force touch
- Other applications

Historical market analysis

- Embedded touch (in-cell and on-cell)
- Applications
- Technologies
- Sensor structures
- Regions and makers

Key products value chain relationships

- Apple iPhone and iPad products
- Smartphones
- Tablet PCs

New emerging trends analysis

- Embedded touch (in-cell and on-cell)
- Touch-related user interfaces
- Display-based fingerprint solution
- Touch related semiconductor
- Touch related materials

Regional news and maker updates

- China
- Taiwan
- Korea
- Japan
- Others

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