

# Global Automobile OLED Screen Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Automobile OLED Screen market size is expected to reach \$ 4550 million by 2032, rising at a market growth of 9.0% CAGR during the forecast period (2026-2032).

In 2025, global Automobile OLED Screen production reached approximately 8.06 million units, with an average global market price of around US\$300 per unit.

An automobile OLED screen, or automotive OLED display, refers to an organic light-emitting diode display used in vehicle cockpits, infotainment systems, digital instrument clusters, rear-seat entertainment, smart interaction interfaces, and other premium in-vehicle display applications. Compared with traditional LCD displays, OLED panels do not require a backlight module and offer self-emission, high contrast, fast response, wide viewing angles, strong color performance, and the ability to support flexible or curved designs, making them well suited to the growing demand for premium and differentiated smart cockpit designs. Due to the harsh automotive operating environment, automotive OLED screens must meet strict requirements for temperature resistance, long lifetime, vibration resistance, aging resistance, low power consumption, anti-glare performance, and automotive-grade reliability. Therefore, their technical barriers are generally higher than those of consumer electronics OLED displays. Currently, automotive OLED screens are mainly used in luxury vehicles, premium electric vehicles, and advanced smart cockpit platforms, representing an important direction toward larger, integrated, curved, and high-end automotive display systems.

The upstream of the automotive OLED screen industry chain includes suppliers of OLED emissive materials, substrate materials, polarizers, encapsulation materials, driver ICs, touch modules, cover glass, flexible PI materials, TFT backplane materials, and display manufacturing equipment. OLED emissive materials, driver ICs, and flexible

substrates have a major impact on display lifetime, brightness, power consumption, and reliability. Representative companies include Universal Display, Idemitsu Kosan, Merck, DuPont, Corning, AGC, Nitto Denko, DNP, TOK, Applied Materials, and Canon Tokki. The midstream consists of OLED panel manufacturers, display module makers, and automotive display system integrators responsible for panel fabrication, module bonding, touch integration, optical treatment, automotive-grade validation, and vehicle adaptation. Representative companies include LG Display, Samsung Display, BOE, Tianma, Visionox and AUO. Downstream customers are mainly automakers and smart cockpit system clients, including Mercedes-Benz, BMW, Audi, Porsche, Cadillac, Volkswagen, Tesla, BYD, NIO, Li Auto, XPeng, Hyundai, and Toyota. Overall, the value chain is characterized by “upstream materials and equipment determining display performance and yield, midstream panel and module suppliers determining automotive-grade reliability and cost, and downstream smart cockpit upgrades driving high-end display demand.” OLED panel capacity remains relatively concentrated, and leading panel suppliers have advantages in yield, lifetime, and stable supply.

The automotive OLED screen market is currently in a premium penetration stage, mainly used in luxury vehicles, high-end electric vehicles, and models emphasizing smart cockpit differentiation. Its overall scale remains smaller than automotive LCD, but its growth rate is faster. At present, LCD still dominates the automotive display market, while Mini LED and high-spec LCD remain competitive in cost and brightness. OLED is gradually expanding in premium cockpit displays due to its high contrast, thin and lightweight structure, lower power consumption, and strong capability for curved and irregular-shaped designs. Future trends will move toward larger size, curved integration, lower power consumption, longer lifetime, and multi-screen fusion, while Tandem OLED, P-OLED, and flexible OLED technologies are expected to improve brightness, lifetime, and automotive-grade reliability. Key drivers include smart cockpit upgrades, vehicle electrification, adoption of cockpit domain controllers, consumer demand for premium interaction experiences, and OEM demand for differentiated interior design. Restraints include higher cost than LCD, strict lifetime and burn-in requirements, reliability challenges under high-temperature and high-brightness conditions, concentrated supply chains, and automaker cost-reduction pressure. Overall, automotive OLED will remain focused on premium models in the short term, but with improved yield, longer material lifetime, and stronger scaled supply capability, its penetration in smart EVs and luxury cockpit displays is expected to continue rising.

This report studies the global Automobile OLED Screen production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automobile OLED Screen and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automobile OLED Screen that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automobile OLED Screen total production and demand, 2021-2032, (K Units)

Global Automobile OLED Screen total production value, 2021-2032, (USD Million)

Global Automobile OLED Screen production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Automobile OLED Screen consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Automobile OLED Screen domestic production, consumption, key domestic manufacturers and share

Global Automobile OLED Screen production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Automobile OLED Screen production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Automobile OLED Screen production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Automobile OLED Screen market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include JDI, Sharp, Samsung, LG Display, Boe, TCL China Star Optoelectronics, Tianma Microelectronics, Innolux, Caihong Display Devices, InfoVision Optoelectronics, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automobile OLED Screen market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

#### Global Automobile OLED Screen Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Automobile OLED Screen Market, Segmentation by Type:

2400\*900

1888\*1728

1280\*1080

Others

#### Global Automobile OLED Screen Market, Segmentation by Screen Size:

7–10 Inches

10–15 Inches

15–20 Inches

?20 Inches

#### Global Automobile OLED Screen Market, Segmentation by Shape:

Plane

Curved Surface

Irregular Shape

#### Global Automobile OLED Screen Market, Segmentation by Application:

Central Control Screen

Instrument Screen

Electronic Rearview Mirror

Others

#### Companies Profiled:

JDI

Sharp

Samsung

LG Display

Boe

TCL China Star Optoelectronics

Tianma Microelectronics

Innolux

Caihong Display Devices

InfoVision Optoelectronics

AUO

Visionox Technology

#### Key Questions Answered:

1. How big is the global Automobile OLED Screen market?
2. What is the demand of the global Automobile OLED Screen market?
3. What is the year over year growth of the global Automobile OLED Screen market?
4. What is the production and production value of the global Automobile OLED Screen market?
5. Who are the key producers in the global Automobile OLED Screen market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Automobile OLED Screen Introduction
- 1.2 World Automobile OLED Screen Supply & Forecast
  - 1.2.1 World Automobile OLED Screen Production Value (2021 & 2025 & 2032)
  - 1.2.2 World Automobile OLED Screen Production (2021-2032)
  - 1.2.3 World Automobile OLED Screen Pricing Trends (2021-2032)
- 1.3 World Automobile OLED Screen Production by Region (Based on Production Site)
  - 1.3.1 World Automobile OLED Screen Production Value by Region (2021-2032)
  - 1.3.2 World Automobile OLED Screen Production by Region (2021-2032)
  - 1.3.3 World Automobile OLED Screen Average Price by Region (2021-2032)
  - 1.3.4 North America Automobile OLED Screen Production (2021-2032)
  - 1.3.5 Europe Automobile OLED Screen Production (2021-2032)
  - 1.3.6 China Automobile OLED Screen Production (2021-2032)
  - 1.3.7 Japan Automobile OLED Screen Production (2021-2032)
  - 1.3.8 South Korea Automobile OLED Screen Production (2021-2032)
  - 1.3.9 China Taiwan Automobile OLED Screen Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Automobile OLED Screen Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Automobile OLED Screen Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Automobile OLED Screen Demand (2021-2032)
- 2.2 World Automobile OLED Screen Consumption by Region
  - 2.2.1 World Automobile OLED Screen Consumption by Region (2021-2026)
  - 2.2.2 World Automobile OLED Screen Consumption Forecast by Region (2027-2032)
- 2.3 United States Automobile OLED Screen Consumption (2021-2032)
- 2.4 China Automobile OLED Screen Consumption (2021-2032)
- 2.5 Europe Automobile OLED Screen Consumption (2021-2032)
- 2.6 Japan Automobile OLED Screen Consumption (2021-2032)
- 2.7 South Korea Automobile OLED Screen Consumption (2021-2032)
- 2.8 ASEAN Automobile OLED Screen Consumption (2021-2032)
- 2.9 India Automobile OLED Screen Consumption (2021-2032)

### 3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Automobile OLED Screen Production Value by Manufacturer (2021-2026)
- 3.2 World Automobile OLED Screen Production by Manufacturer (2021-2026)
- 3.3 World Automobile OLED Screen Average Price by Manufacturer (2021-2026)
- 3.4 Automobile OLED Screen Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
  - 3.5.1 Global Automobile OLED Screen Industry Rank of Major Manufacturers
  - 3.5.2 Global Concentration Ratios (CR4) for Automobile OLED Screen in 2025
  - 3.5.3 Global Concentration Ratios (CR8) for Automobile OLED Screen in 2025
- 3.6 Automobile OLED Screen Market: Overall Company Footprint Analysis
  - 3.6.1 Automobile OLED Screen Market: Region Footprint
  - 3.6.2 Automobile OLED Screen Market: Company Product Type Footprint
  - 3.6.3 Automobile OLED Screen Market: Company Product Application Footprint
- 3.7 Competitive Environment
  - 3.7.1 Historical Structure of the Industry
  - 3.7.2 Barriers of Market Entry
  - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

## **4 UNITED STATES VS CHINA VS REST OF THE WORLD**

- 4.1 United States VS China: Automobile OLED Screen Production Value Comparison
  - 4.1.1 United States VS China: Automobile OLED Screen Production Value Comparison (2021 & 2025 & 2032)
  - 4.1.2 United States VS China: Automobile OLED Screen Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Automobile OLED Screen Production Comparison
  - 4.2.1 United States VS China: Automobile OLED Screen Production Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Automobile OLED Screen Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Automobile OLED Screen Consumption Comparison
  - 4.3.1 United States VS China: Automobile OLED Screen Consumption Comparison (2021 & 2025 & 2032)
  - 4.3.2 United States VS China: Automobile OLED Screen Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Automobile OLED Screen Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Automobile OLED Screen Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Automobile OLED Screen Production Value (2021-2026)

4.4.3 United States Based Manufacturers Automobile OLED Screen Production (2021-2026)

4.5 China Based Automobile OLED Screen Manufacturers and Market Share

4.5.1 China Based Automobile OLED Screen Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Automobile OLED Screen Production Value (2021-2026)

4.5.3 China Based Manufacturers Automobile OLED Screen Production (2021-2026)

4.6 Rest of World Based Automobile OLED Screen Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Automobile OLED Screen Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Automobile OLED Screen Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Automobile OLED Screen Production (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Automobile OLED Screen Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 2400\*900

5.2.2 1888\*1728

5.2.3 1280\*1080

5.2.4 Others

5.3 Market Segment by Type

5.3.1 World Automobile OLED Screen Production by Type (2021-2032)

5.3.2 World Automobile OLED Screen Production Value by Type (2021-2032)

5.3.3 World Automobile OLED Screen Average Price by Type (2021-2032)

## **6 MARKET ANALYSIS BY SCREEN SIZE**

6.1 World Automobile OLED Screen Market Size Overview by Screen Size: 2021 VS 2025 VS 2032

## 6.2 Segment Introduction by Screen Size

- 6.2.1 7–10 Inches
- 6.2.2 10–15 Inches
- 6.2.3 15–20 Inches
- 6.2.4 ?20 Inches

## 6.3 Market Segment by Screen Size

- 6.3.1 World Automobile OLED Screen Production by Screen Size (2021-2032)
- 6.3.2 World Automobile OLED Screen Production Value by Screen Size (2021-2032)
- 6.3.3 World Automobile OLED Screen Average Price by Screen Size (2021-2032)

# 7 MARKET ANALYSIS BY SHAPE

## 7.1 World Automobile OLED Screen Market Size Overview by Shape: 2021 VS 2025 VS 2032

## 7.2 Segment Introduction by Shape

- 7.2.1 Plane
- 7.2.2 Curved Surface
- 7.2.3 Irregular Shape

## 7.3 Market Segment by Shape

- 7.3.1 World Automobile OLED Screen Production by Shape (2021-2032)
- 7.3.2 World Automobile OLED Screen Production Value by Shape (2021-2032)
- 7.3.3 World Automobile OLED Screen Average Price by Shape (2021-2032)

# 8 MARKET ANALYSIS BY APPLICATION

## 8.1 World Automobile OLED Screen Market Size Overview by Application: 2021 VS 2025 VS 2032

## 8.2 Segment Introduction by Application

- 8.2.1 Central Control Screen
- 8.2.2 Instrument Screen
- 8.2.3 Electronic Rearview Mirror
- 8.2.4 Others

## 8.3 Market Segment by Application

- 8.3.1 World Automobile OLED Screen Production by Application (2021-2032)
- 8.3.2 World Automobile OLED Screen Production Value by Application (2021-2032)
- 8.3.3 World Automobile OLED Screen Average Price by Application (2021-2032)

# 9 COMPANY PROFILES

## 9.1 JDI

### 9.1.1 JDI Details

### 9.1.2 JDI Major Business

### 9.1.3 JDI Automobile OLED Screen Product and Services

### 9.1.4 JDI Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.1.5 JDI Recent Developments/Updates

### 9.1.6 JDI Competitive Strengths & Weaknesses

## 9.2 Sharp

### 9.2.1 Sharp Details

### 9.2.2 Sharp Major Business

### 9.2.3 Sharp Automobile OLED Screen Product and Services

### 9.2.4 Sharp Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.2.5 Sharp Recent Developments/Updates

### 9.2.6 Sharp Competitive Strengths & Weaknesses

## 9.3 Samsung

### 9.3.1 Samsung Details

### 9.3.2 Samsung Major Business

### 9.3.3 Samsung Automobile OLED Screen Product and Services

### 9.3.4 Samsung Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.3.5 Samsung Recent Developments/Updates

### 9.3.6 Samsung Competitive Strengths & Weaknesses

## 9.4 LG Display

### 9.4.1 LG Display Details

### 9.4.2 LG Display Major Business

### 9.4.3 LG Display Automobile OLED Screen Product and Services

### 9.4.4 LG Display Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.4.5 LG Display Recent Developments/Updates

### 9.4.6 LG Display Competitive Strengths & Weaknesses

## 9.5 Boe

### 9.5.1 Boe Details

### 9.5.2 Boe Major Business

### 9.5.3 Boe Automobile OLED Screen Product and Services

### 9.5.4 Boe Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.5.5 Boe Recent Developments/Updates

- 9.5.6 Boe Competitive Strengths & Weaknesses
- 9.6 TCL China Star Optoelectronics
  - 9.6.1 TCL China Star Optoelectronics Details
  - 9.6.2 TCL China Star Optoelectronics Major Business
  - 9.6.3 TCL China Star Optoelectronics Automobile OLED Screen Product and Services
  - 9.6.4 TCL China Star Optoelectronics Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.6.5 TCL China Star Optoelectronics Recent Developments/Updates
  - 9.6.6 TCL China Star Optoelectronics Competitive Strengths & Weaknesses
- 9.7 Tianma Microelectronics
  - 9.7.1 Tianma Microelectronics Details
  - 9.7.2 Tianma Microelectronics Major Business
  - 9.7.3 Tianma Microelectronics Automobile OLED Screen Product and Services
  - 9.7.4 Tianma Microelectronics Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.7.5 Tianma Microelectronics Recent Developments/Updates
  - 9.7.6 Tianma Microelectronics Competitive Strengths & Weaknesses
- 9.8 Innolux
  - 9.8.1 Innolux Details
  - 9.8.2 Innolux Major Business
  - 9.8.3 Innolux Automobile OLED Screen Product and Services
  - 9.8.4 Innolux Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.8.5 Innolux Recent Developments/Updates
  - 9.8.6 Innolux Competitive Strengths & Weaknesses
- 9.9 Caihong Display Devices
  - 9.9.1 Caihong Display Devices Details
  - 9.9.2 Caihong Display Devices Major Business
  - 9.9.3 Caihong Display Devices Automobile OLED Screen Product and Services
  - 9.9.4 Caihong Display Devices Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.9.5 Caihong Display Devices Recent Developments/Updates
  - 9.9.6 Caihong Display Devices Competitive Strengths & Weaknesses
- 9.10 InfoVision Optoelectronics
  - 9.10.1 InfoVision Optoelectronics Details
  - 9.10.2 InfoVision Optoelectronics Major Business
  - 9.10.3 InfoVision Optoelectronics Automobile OLED Screen Product and Services
  - 9.10.4 InfoVision Optoelectronics Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.10.5 InfoVision Optoelectronics Recent Developments/Updates

9.10.6 InfoVision Optoelectronics Competitive Strengths & Weaknesses

9.11 AUO

9.11.1 AUO Details

9.11.2 AUO Major Business

9.11.3 AUO Automobile OLED Screen Product and Services

9.11.4 AUO Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.11.5 AUO Recent Developments/Updates

9.11.6 AUO Competitive Strengths & Weaknesses

9.12 Visionox Technology

9.12.1 Visionox Technology Details

9.12.2 Visionox Technology Major Business

9.12.3 Visionox Technology Automobile OLED Screen Product and Services

9.12.4 Visionox Technology Automobile OLED Screen Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.12.5 Visionox Technology Recent Developments/Updates

9.12.6 Visionox Technology Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

10.1 Automobile OLED Screen Industry Chain

10.2 Automobile OLED Screen Upstream Analysis

10.2.1 Automobile OLED Screen Core Raw Materials

10.2.2 Main Manufacturers of Automobile OLED Screen Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Automobile OLED Screen Production Mode

10.6 Automobile OLED Screen Procurement Model

10.7 Automobile OLED Screen Industry Sales Model and Sales Channels

10.7.1 Automobile OLED Screen Sales Model

10.7.2 Automobile OLED Screen Typical Distributors

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

12.1 Methodology

12.2 Research Process and Data Source

## 12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Automobile OLED Screen Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Automobile OLED Screen Production Value by Region (2021-2026) & (USD Million)

Table 3. World Automobile OLED Screen Production Value by Region (2027-2032) & (USD Million)

Table 4. World Automobile OLED Screen Production Value Market Share by Region (2021-2026)

Table 5. World Automobile OLED Screen Production Value Market Share by Region (2027-2032)

Table 6. World Automobile OLED Screen Production by Region (2021-2026) & (K Units)

Table 7. World Automobile OLED Screen Production by Region (2027-2032) & (K Units)

Table 8. World Automobile OLED Screen Production Market Share by Region (2021-2026)

Table 9. World Automobile OLED Screen Production Market Share by Region (2027-2032)

Table 10. World Automobile OLED Screen Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Automobile OLED Screen Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Automobile OLED Screen Major Market Trends

Table 13. World Automobile OLED Screen Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Automobile OLED Screen Consumption by Region (2021-2026) & (K Units)

Table 15. World Automobile OLED Screen Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Automobile OLED Screen Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Automobile OLED Screen Producers in 2025

Table 18. World Automobile OLED Screen Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Automobile OLED Screen Producers in 2025

Table 20. World Automobile OLED Screen Average Price by Manufacturer (2021-2026)

& (US\$/Unit)

Table 21. Global Automobile OLED Screen Company Evaluation Quadrant

Table 22. World Automobile OLED Screen Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Automobile OLED Screen Production Site of Key Manufacturer

Table 24. Automobile OLED Screen Market: Company Product Type Footprint

Table 25. Automobile OLED Screen Market: Company Product Application Footprint

Table 26. Automobile OLED Screen Competitive Factors

Table 27. Automobile OLED Screen New Entrant and Capacity Expansion Plans

Table 28. Automobile OLED Screen Mergers & Acquisitions Activity

Table 29. United States VS China Automobile OLED Screen Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Automobile OLED Screen Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Automobile OLED Screen Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Automobile OLED Screen Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Automobile OLED Screen Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Automobile OLED Screen Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Automobile OLED Screen Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Automobile OLED Screen Production Market Share (2021-2026)

Table 37. China Based Automobile OLED Screen Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Automobile OLED Screen Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Automobile OLED Screen Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Automobile OLED Screen Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Automobile OLED Screen Production Market Share (2021-2026)

Table 42. Rest of World Based Automobile OLED Screen Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Automobile OLED Screen Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Automobile OLED Screen Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Automobile OLED Screen Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Automobile OLED Screen Production Market Share (2021-2026)

Table 47. World Automobile OLED Screen Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Automobile OLED Screen Production by Type (2021-2026) & (K Units)

Table 49. World Automobile OLED Screen Production by Type (2027-2032) & (K Units)

Table 50. World Automobile OLED Screen Production Value by Type (2021-2026) & (USD Million)

Table 51. World Automobile OLED Screen Production Value by Type (2027-2032) & (USD Million)

Table 52. World Automobile OLED Screen Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Automobile OLED Screen Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Automobile OLED Screen Production Value by Screen Size, (USD Million), 2021 & 2025 & 2032

Table 55. World Automobile OLED Screen Production by Screen Size (2021-2026) & (K Units)

Table 56. World Automobile OLED Screen Production by Screen Size (2027-2032) & (K Units)

Table 57. World Automobile OLED Screen Production Value by Screen Size (2021-2026) & (USD Million)

Table 58. World Automobile OLED Screen Production Value by Screen Size (2027-2032) & (USD Million)

Table 59. World Automobile OLED Screen Average Price by Screen Size (2021-2026) & (US\$/Unit)

Table 60. World Automobile OLED Screen Average Price by Screen Size (2027-2032) & (US\$/Unit)

Table 61. World Automobile OLED Screen Production Value by Shape, (USD Million), 2021 & 2025 & 2032

Table 62. World Automobile OLED Screen Production by Shape (2021-2026) & (K Units)

Table 63. World Automobile OLED Screen Production by Shape (2027-2032) & (K

Units)

Table 64. World Automobile OLED Screen Production Value by Shape (2021-2026) & (USD Million)

Table 65. World Automobile OLED Screen Production Value by Shape (2027-2032) & (USD Million)

Table 66. World Automobile OLED Screen Average Price by Shape (2021-2026) & (US\$/Unit)

Table 67. World Automobile OLED Screen Average Price by Shape (2027-2032) & (US\$/Unit)

Table 68. World Automobile OLED Screen Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Automobile OLED Screen Production by Application (2021-2026) & (K Units)

Table 70. World Automobile OLED Screen Production by Application (2027-2032) & (K Units)

Table 71. World Automobile OLED Screen Production Value by Application (2021-2026) & (USD Million)

Table 72. World Automobile OLED Screen Production Value by Application (2027-2032) & (USD Million)

Table 73. World Automobile OLED Screen Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Automobile OLED Screen Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. JDI Basic Information, Manufacturing Base and Competitors

Table 76. JDI Major Business

Table 77. JDI Automobile OLED Screen Product and Services

Table 78. JDI Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. JDI Recent Developments/Updates

Table 80. JDI Competitive Strengths & Weaknesses

Table 81. Sharp Basic Information, Manufacturing Base and Competitors

Table 82. Sharp Major Business

Table 83. Sharp Automobile OLED Screen Product and Services

Table 84. Sharp Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Sharp Recent Developments/Updates

Table 86. Sharp Competitive Strengths & Weaknesses

Table 87. Samsung Basic Information, Manufacturing Base and Competitors

Table 88. Samsung Major Business

- Table 89. Samsung Automobile OLED Screen Product and Services
- Table 90. Samsung Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Samsung Recent Developments/Updates
- Table 92. Samsung Competitive Strengths & Weaknesses
- Table 93. LG Display Basic Information, Manufacturing Base and Competitors
- Table 94. LG Display Major Business
- Table 95. LG Display Automobile OLED Screen Product and Services
- Table 96. LG Display Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. LG Display Recent Developments/Updates
- Table 98. LG Display Competitive Strengths & Weaknesses
- Table 99. Boe Basic Information, Manufacturing Base and Competitors
- Table 100. Boe Major Business
- Table 101. Boe Automobile OLED Screen Product and Services
- Table 102. Boe Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Boe Recent Developments/Updates
- Table 104. Boe Competitive Strengths & Weaknesses
- Table 105. TCL China Star Optoelectronics Basic Information, Manufacturing Base and Competitors
- Table 106. TCL China Star Optoelectronics Major Business
- Table 107. TCL China Star Optoelectronics Automobile OLED Screen Product and Services
- Table 108. TCL China Star Optoelectronics Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. TCL China Star Optoelectronics Recent Developments/Updates
- Table 110. TCL China Star Optoelectronics Competitive Strengths & Weaknesses
- Table 111. Tianma Microelectronics Basic Information, Manufacturing Base and Competitors
- Table 112. Tianma Microelectronics Major Business
- Table 113. Tianma Microelectronics Automobile OLED Screen Product and Services
- Table 114. Tianma Microelectronics Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Tianma Microelectronics Recent Developments/Updates
- Table 116. Tianma Microelectronics Competitive Strengths & Weaknesses
- Table 117. Innolux Basic Information, Manufacturing Base and Competitors

Table 118. Innolux Major Business

Table 119. Innolux Automobile OLED Screen Product and Services

Table 120. Innolux Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Innolux Recent Developments/Updates

Table 122. Innolux Competitive Strengths & Weaknesses

Table 123. Caihong Display Devices Basic Information, Manufacturing Base and Competitors

Table 124. Caihong Display Devices Major Business

Table 125. Caihong Display Devices Automobile OLED Screen Product and Services

Table 126. Caihong Display Devices Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Caihong Display Devices Recent Developments/Updates

Table 128. Caihong Display Devices Competitive Strengths & Weaknesses

Table 129. InfoVision Optoelectronics Basic Information, Manufacturing Base and Competitors

Table 130. InfoVision Optoelectronics Major Business

Table 131. InfoVision Optoelectronics Automobile OLED Screen Product and Services

Table 132. InfoVision Optoelectronics Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. InfoVision Optoelectronics Recent Developments/Updates

Table 134. InfoVision Optoelectronics Competitive Strengths & Weaknesses

Table 135. AUO Basic Information, Manufacturing Base and Competitors

Table 136. AUO Major Business

Table 137. AUO Automobile OLED Screen Product and Services

Table 138. AUO Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. AUO Recent Developments/Updates

Table 140. AUO Competitive Strengths & Weaknesses

Table 141. Visionox Technology Basic Information, Manufacturing Base and Competitors

Table 142. Visionox Technology Major Business

Table 143. Visionox Technology Automobile OLED Screen Product and Services

Table 144. Visionox Technology Automobile OLED Screen Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Visionox Technology Recent Developments/Updates

Table 146. Visionox Technology Competitive Strengths & Weaknesses

Table 147. Global Key Players of Automobile OLED Screen Upstream (Raw Materials)

Table 148. Global Automobile OLED Screen Typical Customers

Table 149. Automobile OLED Screen Typical Distributors

## List Of Figures

### LIST OF FIGURES

- Figure 1. Automobile OLED Screen Picture
- Figure 2. World Automobile OLED Screen Production Value: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Automobile OLED Screen Production Value and Forecast (2021-2032) & (USD Million)
- Figure 4. World Automobile OLED Screen Production (2021-2032) & (K Units)
- Figure 5. World Automobile OLED Screen Average Price (2021-2032) & (US\$/Unit)
- Figure 6. World Automobile OLED Screen Production Value Market Share by Region (2021-2032)
- Figure 7. World Automobile OLED Screen Production Market Share by Region (2021-2032)
- Figure 8. North America Automobile OLED Screen Production (2021-2032) & (K Units)
- Figure 9. Europe Automobile OLED Screen Production (2021-2032) & (K Units)
- Figure 10. China Automobile OLED Screen Production (2021-2032) & (K Units)
- Figure 11. Japan Automobile OLED Screen Production (2021-2032) & (K Units)
- Figure 12. South Korea Automobile OLED Screen Production (2021-2032) & (K Units)
- Figure 13. China Taiwan Automobile OLED Screen Production (2021-2032) & (K Units)
- Figure 14. Automobile OLED Screen Market Drivers
- Figure 15. Factors Affecting Demand
- Figure 16. World Automobile OLED Screen Consumption (2021-2032) & (K Units)
- Figure 17. World Automobile OLED Screen Consumption Market Share by Region (2021-2032)
- Figure 18. United States Automobile OLED Screen Consumption (2021-2032) & (K Units)
- Figure 19. China Automobile OLED Screen Consumption (2021-2032) & (K Units)
- Figure 20. Europe Automobile OLED Screen Consumption (2021-2032) & (K Units)
- Figure 21. Japan Automobile OLED Screen Consumption (2021-2032) & (K Units)
- Figure 22. South Korea Automobile OLED Screen Consumption (2021-2032) & (K Units)
- Figure 23. ASEAN Automobile OLED Screen Consumption (2021-2032) & (K Units)
- Figure 24. India Automobile OLED Screen Consumption (2021-2032) & (K Units)
- Figure 25. Producer Shipments of Automobile OLED Screen by Manufacturer Revenue (\$MM) and Market Share (%): 2025
- Figure 26. Global Four-firm Concentration Ratios (CR4) for Automobile OLED Screen Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for Automobile OLED Screen Markets in 2025

Figure 28. United States VS China: Automobile OLED Screen Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Automobile OLED Screen Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Automobile OLED Screen Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Automobile OLED Screen Production Market Share 2025

Figure 32. China Based Manufacturers Automobile OLED Screen Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Automobile OLED Screen Production Market Share 2025

Figure 34. World Automobile OLED Screen Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Automobile OLED Screen Production Value Market Share by Type in 2025

Figure 36. 2400\*900

Figure 37. 1888\*1728

Figure 38. 1280\*1080

Figure 39. Others

Figure 40. World Automobile OLED Screen Production Market Share by Type (2021-2032)

Figure 41. World Automobile OLED Screen Production Value Market Share by Type (2021-2032)

Figure 42. World Automobile OLED Screen Average Price by Type (2021-2032) & (US\$/Unit)

Figure 43. World Automobile OLED Screen Production Value by Screen Size, (USD Million), 2021 & 2025 & 2032

Figure 44. World Automobile OLED Screen Production Value Market Share by Screen Size in 2025

Figure 45. 7–10 Inches

Figure 46. 10–15 Inches

Figure 47. 15–20 Inches

Figure 48. ?20 Inches

Figure 49. World Automobile OLED Screen Production Market Share by Screen Size (2021-2032)

Figure 50. World Automobile OLED Screen Production Value Market Share by Screen

Size (2021-2032)

Figure 51. World Automobile OLED Screen Average Price by Screen Size (2021-2032) & (US\$/Unit)

Figure 52. World Automobile OLED Screen Production Value by Shape, (USD Million), 2021 & 2025 & 2032

Figure 53. World Automobile OLED Screen Production Value Market Share by Shape in 2025

Figure 54. Plane

Figure 55. Curved Surface

Figure 56. Irregular Shape

Figure 57. World Automobile OLED Screen Production Market Share by Shape (2021-2032)

Figure 58. World Automobile OLED Screen Production Value Market Share by Shape (2021-2032)

Figure 59. World Automobile OLED Screen Average Price by Shape (2021-2032) & (US\$/Unit)

Figure 60. World Automobile OLED Screen Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 61. World Automobile OLED Screen Production Value Market Share by Application in 2025

Figure 62. Central Control Screen

Figure 63. Instrument Screen

Figure 64. Electronic Rearview Mirror

Figure 65. Others

Figure 66. World Automobile OLED Screen Production Market Share by Application (2021-2032)

Figure 67. World Automobile OLED Screen Production Value Market Share by Application (2021-2032)

Figure 68. World Automobile OLED Screen Average Price by Application (2021-2032) & (US\$/Unit)

Figure 69. Automobile OLED Screen Industry Chain

Figure 70. Automobile OLED Screen Procurement Model

Figure 71. Automobile OLED Screen Sales Model

Figure 72. Automobile OLED Screen Sales Channels, Direct Sales, and Distribution

Figure 73. Methodology

Figure 74. Research Process and Data Source

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