

Global On-Cell Touch OLED Display Modules Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global On-Cell Touch OLED Display Modules market size is expected to reach \$ 46002 million by 2032, rising at a market growth of 6.0% CAGR during the forecast period (2026-2032).

On-cell touch OLED display modules are physical display products that integrate touch sensing functions into an OLED or AMOLED display panel and are delivered to device makers as complete display modules. The product typically combines OLED light emitting devices, a thin film transistor backplane, encapsulation layers, touch electrode structures, optical compensation or low reflection structures, display driver integrated circuits, flexible printed circuits, bonding materials and cover protection components. Its manufacturing process usually involves OLED backplane fabrication, organic light emitting layer deposition or printing, thin film encapsulation, touch electrode patterning, optical stack integration, module bonding, driver tuning, touch calibration and reliability testing. The defining feature of this product is that the touch sensing function is integrated within or directly above the OLED panel stack rather than being added as a separate external touch panel. This structure helps reduce module thickness, improve optical transmission, lower reflection, support curved or foldable form factors and create more design flexibility for end devices. Key specifications include display size, resolution, refresh rate, luminance, touch sampling rate, bending radius, module thickness, power consumption, color gamut, contrast ratio, operating lifetime and reliability performance. The main applications include smartphones, foldable smartphones, smart wearables, tablets, notebook computers, automotive displays, industrial handheld devices and premium human machine interface products. In 2025, the global average selling price of on-cell touch OLED display modules was about USD 35?45 per unit, global shipment volume was about 750?850 million units, and the industry average gross margin was about 15% to 22%.

On-cell touch OLED display modules represent the integration of OLED display performance and touch sensing capability within a single display module, rather than a standalone touch chip or an externally attached touch panel. The upstream value chain includes OLED emitting materials, flexible substrates, encapsulation materials, touch electrode materials, optical films, display driver integrated circuits, touch controller integrated circuits and precision bonding materials. The midstream segment is centered on AMOLED panel manufacturing, touch electrode patterning, encapsulation, module assembly and reliability validation. The downstream market is led by smartphones, foldable phones, wearables, tablets, notebook computers, automotive displays and industrial human machine interface devices. As device makers continue to demand thinner bodies, higher screen to body ratios, lower reflection, lower power consumption and flexible form factors, the on-cell structure has become an important route for small and medium size OLED touch displays. Its application scope is also moving beyond smartphones into IT devices and automotive displays.

The competitive structure is strongly shaped by display panel manufacturers. On-cell touch integration is closely tied to OLED panel architecture, thin film encapsulation, touch electrode design, display driver tuning and module reliability, so large scale supply capability is mainly held by companies with AMOLED panel lines and downstream module assembly capacity. Independent module makers can participate in small size, customized and industrial applications, but their core display panels are usually sourced from upstream panel makers. Competition is shifting from simple capacity expansion to process integration, flexible yield improvement, module thickness reduction, low reflection performance, foldable reliability and the cost competitiveness of medium size OLED products. Regionally, Korean suppliers retain advantages in high end OLED touch display technologies and premium customer programs, while Chinese suppliers continue to gain share through capital expenditure, production ramp up, local terminal demand and expanding AMOLED capacity.

The policy and investment backdrop remains supportive. New display technologies are widely treated as a strategic part of the electronics manufacturing base, and policies related to intelligent terminals, automotive electronics, advanced manufacturing and supply chain security continue to support localized capacity and ecosystem development. Future growth will not depend mainly on rapid smartphone shipment expansion. It will be driven more by product mix upgrades, including foldable device adoption, rising OLED penetration in tablets and notebooks, curved and integrated automotive displays, thinner wearable devices and low reflection OLED structures. The industry still faces pressure from panel price declines, yield challenges, technology

substitution and potential overinvestment. Even so, the continued upgrade of premium devices, regional supply chain relocation and deeper vertical integration by panel makers should support steady demand for on-cell touch OLED display modules, with the technology moving toward thinner structures, lower power consumption, better optical performance and higher reliability.

This report studies the global On-Cell Touch OLED Display Modules production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for On-Cell Touch OLED Display Modules 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 On-Cell Touch OLED Display Modules that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global On-Cell Touch OLED Display Modules total production and demand, 2021-2032, (Units)

Global On-Cell Touch OLED Display Modules total production value, 2021-2032, (USD Million)

Global On-Cell Touch OLED Display Modules production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global On-Cell Touch OLED Display Modules consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: On-Cell Touch OLED Display Modules domestic production, consumption, key domestic manufacturers and share

Global On-Cell Touch OLED Display Modules production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global On-Cell Touch OLED Display Modules production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global On-Cell Touch OLED Display Modules production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global On-Cell Touch OLED Display Modules 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 Samsung Display Co., Ltd., TCL

China Star Optoelectronics Technology Co., Ltd., Everdisplay Optronics (Shanghai) Co., Ltd., Tianma Microelectronics Co., Ltd., BOE Technology Group Co., Ltd., Visionox Technology Inc., LG Display Co., Ltd., Densitron Technologies plc, Shenzhen STARTEK Electronic Technology Co., Ltd., New Vision Display, 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 On-Cell Touch OLED Display Modules market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (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 On-Cell Touch OLED Display Modules Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global On-Cell Touch OLED Display Modules Market, Segmentation by Type:

Rigid Flat Modules

Flexible Flat Modules

Others

Global On-Cell Touch OLED Display Modules Market, Segmentation by Display Size Class:

Small Size Modules (<7 inches)

Medium Size Modules (>7-20 inches)

Large Size Modules (>20 inches)

Global On-Cell Touch OLED Display Modules Market, Segmentation by Touch Integration Architecture:

Touch-on-Encapsulation Architecture

Touch-on-Optical Stack Architecture

Film-integrated On-cell Architecture

Proprietary Integrated On-cell Architecture

Others

Global On-Cell Touch OLED Display Modules Market, Segmentation by Application:

Consumer Electronics

Automotive and Transportation

Industrial Equipment

Medical Devices

Commercial and Professional Displays

Others

Companies Profiled:

Samsung Display Co., Ltd.

TCL China Star Optoelectronics Technology Co., Ltd.

Everdisplay Optronics (Shanghai) Co., Ltd.

Tianma Microelectronics Co., Ltd.

BOE Technology Group Co., Ltd.

Visionox Technology Inc.

LG Display Co., Ltd.

Densitron Technologies plc

Shenzhen STARTEK Electronic Technology Co., Ltd.

New Vision Display

Key Questions Answered:

1. How big is the global On-Cell Touch OLED Display Modules market?
2. What is the demand of the global On-Cell Touch OLED Display Modules market?
3. What is the year over year growth of the global On-Cell Touch OLED Display Modules market?
4. What is the production and production value of the global On-Cell Touch OLED Display Modules market?
5. Who are the key producers in the global On-Cell Touch OLED Display Modules market?

6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

1.1 On-Cell Touch OLED Display Modules Introduction

1.2 World On-Cell Touch OLED Display Modules Supply & Forecast

1.2.1 World On-Cell Touch OLED Display Modules Production Value (2021 & 2025 & 2032)

1.2.2 World On-Cell Touch OLED Display Modules Production (2021-2032)

1.2.3 World On-Cell Touch OLED Display Modules Pricing Trends (2021-2032)

1.3 World On-Cell Touch OLED Display Modules Production by Region (Based on Production Site)

1.3.1 World On-Cell Touch OLED Display Modules Production Value by Region (2021-2032)

1.3.2 World On-Cell Touch OLED Display Modules Production by Region (2021-2032)

1.3.3 World On-Cell Touch OLED Display Modules Average Price by Region (2021-2032)

1.3.4 North America On-Cell Touch OLED Display Modules Production (2021-2032)

1.3.5 Europe On-Cell Touch OLED Display Modules Production (2021-2032)

1.3.6 China On-Cell Touch OLED Display Modules Production (2021-2032)

1.3.7 Japan On-Cell Touch OLED Display Modules Production (2021-2032)

1.3.8 South Korea On-Cell Touch OLED Display Modules Production (2021-2032)

1.4 Market Drivers, Restraints and Trends

1.4.1 On-Cell Touch OLED Display Modules Market Drivers

1.4.2 Factors Affecting Demand

1.4.3 On-Cell Touch OLED Display Modules Major Market Trends

2 DEMAND SUMMARY

2.1 World On-Cell Touch OLED Display Modules Demand (2021-2032)

2.2 World On-Cell Touch OLED Display Modules Consumption by Region

2.2.1 World On-Cell Touch OLED Display Modules Consumption by Region (2021-2026)

2.2.2 World On-Cell Touch OLED Display Modules Consumption Forecast by Region (2027-2032)

2.3 United States On-Cell Touch OLED Display Modules Consumption (2021-2032)

2.4 China On-Cell Touch OLED Display Modules Consumption (2021-2032)

2.5 Europe On-Cell Touch OLED Display Modules Consumption (2021-2032)

2.6 Japan On-Cell Touch OLED Display Modules Consumption (2021-2032)

2.7 South Korea On-Cell Touch OLED Display Modules Consumption (2021-2032)

2.8 ASEAN On-Cell Touch OLED Display Modules Consumption (2021-2032)

2.9 India On-Cell Touch OLED Display Modules Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World On-Cell Touch OLED Display Modules Production Value by Manufacturer (2021-2026)

3.2 World On-Cell Touch OLED Display Modules Production by Manufacturer (2021-2026)

3.3 World On-Cell Touch OLED Display Modules Average Price by Manufacturer (2021-2026)

3.4 On-Cell Touch OLED Display Modules Company Evaluation Quadrant

3.5 Industry Rank and Concentration Rate (CR)

3.5.1 Global On-Cell Touch OLED Display Modules Industry Rank of Major Manufacturers

3.5.2 Global Concentration Ratios (CR4) for On-Cell Touch OLED Display Modules in 2025

3.5.3 Global Concentration Ratios (CR8) for On-Cell Touch OLED Display Modules in 2025

3.6 On-Cell Touch OLED Display Modules Market: Overall Company Footprint Analysis

3.6.1 On-Cell Touch OLED Display Modules Market: Region Footprint

3.6.2 On-Cell Touch OLED Display Modules Market: Company Product Type Footprint

3.6.3 On-Cell Touch OLED Display Modules 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: On-Cell Touch OLED Display Modules Production Value Comparison

4.1.1 United States VS China: On-Cell Touch OLED Display Modules Production Value Comparison (2021 & 2025 & 2032)

4.1.2 United States VS China: On-Cell Touch OLED Display Modules Production

Value Market Share Comparison (2021 & 2025 & 2032)

4.2 United States VS China: On-Cell Touch OLED Display Modules Production Comparison

4.2.1 United States VS China: On-Cell Touch OLED Display Modules Production Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: On-Cell Touch OLED Display Modules Production Market Share Comparison (2021 & 2025 & 2032)

4.3 United States VS China: On-Cell Touch OLED Display Modules Consumption Comparison

4.3.1 United States VS China: On-Cell Touch OLED Display Modules Consumption Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: On-Cell Touch OLED Display Modules Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based On-Cell Touch OLED Display Modules Manufacturers and Market Share, 2021-2026

4.4.1 United States Based On-Cell Touch OLED Display Modules Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers On-Cell Touch OLED Display Modules Production Value (2021-2026)

4.4.3 United States Based Manufacturers On-Cell Touch OLED Display Modules Production (2021-2026)

4.5 China Based On-Cell Touch OLED Display Modules Manufacturers and Market Share

4.5.1 China Based On-Cell Touch OLED Display Modules Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers On-Cell Touch OLED Display Modules Production Value (2021-2026)

4.5.3 China Based Manufacturers On-Cell Touch OLED Display Modules Production (2021-2026)

4.6 Rest of World Based On-Cell Touch OLED Display Modules Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based On-Cell Touch OLED Display Modules Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers On-Cell Touch OLED Display Modules Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers On-Cell Touch OLED Display Modules Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World On-Cell Touch OLED Display Modules Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Rigid Flat Modules

5.2.2 Flexible Flat Modules

5.2.3 Others

5.3 Market Segment by Type

5.3.1 World On-Cell Touch OLED Display Modules Production by Type (2021-2032)

5.3.2 World On-Cell Touch OLED Display Modules Production Value by Type (2021-2032)

5.3.3 World On-Cell Touch OLED Display Modules Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY DISPLAY SIZE CLASS

6.1 World On-Cell Touch OLED Display Modules Market Size Overview by Display Size Class: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Display Size Class

6.2.1 Small Size Modules (<7 inches)

6.2.2 Medium Size Modules (>7-20 inches)

6.2.3 Large Size Modules (>20 inches)

6.3 Market Segment by Display Size Class

6.3.1 World On-Cell Touch OLED Display Modules Production by Display Size Class (2021-2032)

6.3.2 World On-Cell Touch OLED Display Modules Production Value by Display Size Class (2021-2032)

6.3.3 World On-Cell Touch OLED Display Modules Average Price by Display Size Class (2021-2032)

7 MARKET ANALYSIS BY TOUCH INTEGRATION ARCHITECTURE

7.1 World On-Cell Touch OLED Display Modules Market Size Overview by Touch Integration Architecture: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Touch Integration Architecture

7.2.1 Touch-on-Encapsulation Architecture

7.2.2 Touch-on-Optical Stack Architecture

7.2.3 Film-integrated On-cell Architecture

7.2.4 Proprietary Integrated On-cell Architecture

7.2.5 Others

7.3 Market Segment by Touch Integration Architecture

7.3.1 World On-Cell Touch OLED Display Modules Production by Touch Integration Architecture (2021-2032)

7.3.2 World On-Cell Touch OLED Display Modules Production Value by Touch Integration Architecture (2021-2032)

7.3.3 World On-Cell Touch OLED Display Modules Average Price by Touch Integration Architecture (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World On-Cell Touch OLED Display Modules Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Consumer Electronics

8.2.2 Automotive and Transportation

8.2.3 Industrial Equipment

8.2.4 Medical Devices

8.2.5 Commercial and Professional Displays

8.2.6 Others

8.3 Market Segment by Application

8.3.1 World On-Cell Touch OLED Display Modules Production by Application (2021-2032)

8.3.2 World On-Cell Touch OLED Display Modules Production Value by Application (2021-2032)

8.3.3 World On-Cell Touch OLED Display Modules Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Samsung Display Co., Ltd.

9.1.1 Samsung Display Co., Ltd. Details

9.1.2 Samsung Display Co., Ltd. Major Business

9.1.3 Samsung Display Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

9.1.4 Samsung Display Co., Ltd. On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Samsung Display Co., Ltd. Recent Developments/Updates

9.1.6 Samsung Display Co., Ltd. Competitive Strengths & Weaknesses

9.2 TCL China Star Optoelectronics Technology Co., Ltd.

9.2.1 TCL China Star Optoelectronics Technology Co., Ltd. Details

9.2.2 TCL China Star Optoelectronics Technology Co., Ltd. Major Business

9.2.3 TCL China Star Optoelectronics Technology Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

9.2.4 TCL China Star Optoelectronics Technology Co., Ltd. On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 TCL China Star Optoelectronics Technology Co., Ltd. Recent Developments/Updates

9.2.6 TCL China Star Optoelectronics Technology Co., Ltd. Competitive Strengths & Weaknesses

9.3 Everdisplay Optronics (Shanghai) Co., Ltd.

9.3.1 Everdisplay Optronics (Shanghai) Co., Ltd. Details

9.3.2 Everdisplay Optronics (Shanghai) Co., Ltd. Major Business

9.3.3 Everdisplay Optronics (Shanghai) Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

9.3.4 Everdisplay Optronics (Shanghai) Co., Ltd. On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Everdisplay Optronics (Shanghai) Co., Ltd. Recent Developments/Updates

9.3.6 Everdisplay Optronics (Shanghai) Co., Ltd. Competitive Strengths & Weaknesses

9.4 Tianma Microelectronics Co., Ltd.

9.4.1 Tianma Microelectronics Co., Ltd. Details

9.4.2 Tianma Microelectronics Co., Ltd. Major Business

9.4.3 Tianma Microelectronics Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

9.4.4 Tianma Microelectronics Co., Ltd. On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Tianma Microelectronics Co., Ltd. Recent Developments/Updates

9.4.6 Tianma Microelectronics Co., Ltd. Competitive Strengths & Weaknesses

9.5 BOE Technology Group Co., Ltd.

9.5.1 BOE Technology Group Co., Ltd. Details

9.5.2 BOE Technology Group Co., Ltd. Major Business

9.5.3 BOE Technology Group Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

9.5.4 BOE Technology Group Co., Ltd. On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 BOE Technology Group Co., Ltd. Recent Developments/Updates

9.5.6 BOE Technology Group Co., Ltd. Competitive Strengths & Weaknesses

9.6 Visionox Technology Inc.

9.6.1 Visionox Technology Inc. Details

9.6.2 Visionox Technology Inc. Major Business

9.6.3 Visionox Technology Inc. On-Cell Touch OLED Display Modules Product and Services

9.6.4 Visionox Technology Inc. On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.6.5 Visionox Technology Inc. Recent Developments/Updates

9.6.6 Visionox Technology Inc. Competitive Strengths & Weaknesses

9.7 LG Display Co., Ltd.

9.7.1 LG Display Co., Ltd. Details

9.7.2 LG Display Co., Ltd. Major Business

9.7.3 LG Display Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

9.7.4 LG Display Co., Ltd. On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.7.5 LG Display Co., Ltd. Recent Developments/Updates

9.7.6 LG Display Co., Ltd. Competitive Strengths & Weaknesses

9.8 Densitron Technologies plc

9.8.1 Densitron Technologies plc Details

9.8.2 Densitron Technologies plc Major Business

9.8.3 Densitron Technologies plc On-Cell Touch OLED Display Modules Product and Services

9.8.4 Densitron Technologies plc On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.8.5 Densitron Technologies plc Recent Developments/Updates

9.8.6 Densitron Technologies plc Competitive Strengths & Weaknesses

9.9 Shenzhen STARTEK Electronic Technology Co., Ltd.

9.9.1 Shenzhen STARTEK Electronic Technology Co., Ltd. Details

9.9.2 Shenzhen STARTEK Electronic Technology Co., Ltd. Major Business

9.9.3 Shenzhen STARTEK Electronic Technology Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

9.9.4 Shenzhen STARTEK Electronic Technology Co., Ltd. On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.9.5 Shenzhen STARTEK Electronic Technology Co., Ltd. Recent Developments/Updates

9.9.6 Shenzhen STARTEK Electronic Technology Co., Ltd. Competitive Strengths & Weaknesses

9.10 New Vision Display

- 9.10.1 New Vision Display Details
- 9.10.2 New Vision Display Major Business
- 9.10.3 New Vision Display On-Cell Touch OLED Display Modules Product and Services
- 9.10.4 New Vision Display On-Cell Touch OLED Display Modules Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.10.5 New Vision Display Recent Developments/Updates
- 9.10.6 New Vision Display Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 On-Cell Touch OLED Display Modules Industry Chain
- 10.2 On-Cell Touch OLED Display Modules Upstream Analysis
 - 10.2.1 On-Cell Touch OLED Display Modules Core Raw Materials
 - 10.2.2 Main Manufacturers of On-Cell Touch OLED Display Modules Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 On-Cell Touch OLED Display Modules Production Mode
- 10.6 On-Cell Touch OLED Display Modules Procurement Model
- 10.7 On-Cell Touch OLED Display Modules Industry Sales Model and Sales Channels
 - 10.7.1 On-Cell Touch OLED Display Modules Sales Model
 - 10.7.2 On-Cell Touch OLED Display Modules 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 On-Cell Touch OLED Display Modules Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World On-Cell Touch OLED Display Modules Production Value by Region (2021-2026) & (USD Million)

Table 3. World On-Cell Touch OLED Display Modules Production Value by Region (2027-2032) & (USD Million)

Table 4. World On-Cell Touch OLED Display Modules Production Value Market Share by Region (2021-2026)

Table 5. World On-Cell Touch OLED Display Modules Production Value Market Share by Region (2027-2032)

Table 6. World On-Cell Touch OLED Display Modules Production by Region (2021-2026) & (Units)

Table 7. World On-Cell Touch OLED Display Modules Production by Region (2027-2032) & (Units)

Table 8. World On-Cell Touch OLED Display Modules Production Market Share by Region (2021-2026)

Table 9. World On-Cell Touch OLED Display Modules Production Market Share by Region (2027-2032)

Table 10. World On-Cell Touch OLED Display Modules Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World On-Cell Touch OLED Display Modules Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. On-Cell Touch OLED Display Modules Major Market Trends

Table 13. World On-Cell Touch OLED Display Modules Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Units)

Table 14. World On-Cell Touch OLED Display Modules Consumption by Region (2021-2026) & (Units)

Table 15. World On-Cell Touch OLED Display Modules Consumption Forecast by Region (2027-2032) & (Units)

Table 16. World On-Cell Touch OLED Display Modules Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key On-Cell Touch OLED Display Modules Producers in 2025

Table 18. World On-Cell Touch OLED Display Modules Production by Manufacturer (2021-2026) & (Units)

Table 19. Production Market Share of Key On-Cell Touch OLED Display Modules Producers in 2025

Table 20. World On-Cell Touch OLED Display Modules Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global On-Cell Touch OLED Display Modules Company Evaluation Quadrant

Table 22. World On-Cell Touch OLED Display Modules Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and On-Cell Touch OLED Display Modules Production Site of Key Manufacturer

Table 24. On-Cell Touch OLED Display Modules Market: Company Product Type Footprint

Table 25. On-Cell Touch OLED Display Modules Market: Company Product Application Footprint

Table 26. On-Cell Touch OLED Display Modules Competitive Factors

Table 27. On-Cell Touch OLED Display Modules New Entrant and Capacity Expansion Plans

Table 28. On-Cell Touch OLED Display Modules Mergers & Acquisitions Activity

Table 29. United States VS China On-Cell Touch OLED Display Modules Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China On-Cell Touch OLED Display Modules Production Comparison, (2021 & 2025 & 2032) & (Units)

Table 31. United States VS China On-Cell Touch OLED Display Modules Consumption Comparison, (2021 & 2025 & 2032) & (Units)

Table 32. United States Based On-Cell Touch OLED Display Modules Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers On-Cell Touch OLED Display Modules Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers On-Cell Touch OLED Display Modules Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers On-Cell Touch OLED Display Modules Production (2021-2026) & (Units)

Table 36. United States Based Manufacturers On-Cell Touch OLED Display Modules Production Market Share (2021-2026)

Table 37. China Based On-Cell Touch OLED Display Modules Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers On-Cell Touch OLED Display Modules Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers On-Cell Touch OLED Display Modules Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers On-Cell Touch OLED Display Modules Production, (2021-2026) & (Units)

Table 41. China Based Manufacturers On-Cell Touch OLED Display Modules Production Market Share (2021-2026)

Table 42. Rest of World Based On-Cell Touch OLED Display Modules Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers On-Cell Touch OLED Display Modules Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers On-Cell Touch OLED Display Modules Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers On-Cell Touch OLED Display Modules Production, (2021-2026) & (Units)

Table 46. Rest of World Based Manufacturers On-Cell Touch OLED Display Modules Production Market Share (2021-2026)

Table 47. World On-Cell Touch OLED Display Modules Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World On-Cell Touch OLED Display Modules Production by Type (2021-2026) & (Units)

Table 49. World On-Cell Touch OLED Display Modules Production by Type (2027-2032) & (Units)

Table 50. World On-Cell Touch OLED Display Modules Production Value by Type (2021-2026) & (USD Million)

Table 51. World On-Cell Touch OLED Display Modules Production Value by Type (2027-2032) & (USD Million)

Table 52. World On-Cell Touch OLED Display Modules Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World On-Cell Touch OLED Display Modules Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World On-Cell Touch OLED Display Modules Production Value by Display Size Class, (USD Million), 2021 & 2025 & 2032

Table 55. World On-Cell Touch OLED Display Modules Production by Display Size Class (2021-2026) & (Units)

Table 56. World On-Cell Touch OLED Display Modules Production by Display Size Class (2027-2032) & (Units)

Table 57. World On-Cell Touch OLED Display Modules Production Value by Display Size Class (2021-2026) & (USD Million)

Table 58. World On-Cell Touch OLED Display Modules Production Value by Display Size Class (2027-2032) & (USD Million)

Table 59. World On-Cell Touch OLED Display Modules Average Price by Display Size

Class (2021-2026) & (US\$/Unit)

Table 60. World On-Cell Touch OLED Display Modules Average Price by Display Size Class (2027-2032) & (US\$/Unit)

Table 61. World On-Cell Touch OLED Display Modules Production Value by Touch Integration Architecture, (USD Million), 2021 & 2025 & 2032

Table 62. World On-Cell Touch OLED Display Modules Production by Touch Integration Architecture (2021-2026) & (Units)

Table 63. World On-Cell Touch OLED Display Modules Production by Touch Integration Architecture (2027-2032) & (Units)

Table 64. World On-Cell Touch OLED Display Modules Production Value by Touch Integration Architecture (2021-2026) & (USD Million)

Table 65. World On-Cell Touch OLED Display Modules Production Value by Touch Integration Architecture (2027-2032) & (USD Million)

Table 66. World On-Cell Touch OLED Display Modules Average Price by Touch Integration Architecture (2021-2026) & (US\$/Unit)

Table 67. World On-Cell Touch OLED Display Modules Average Price by Touch Integration Architecture (2027-2032) & (US\$/Unit)

Table 68. World On-Cell Touch OLED Display Modules Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World On-Cell Touch OLED Display Modules Production by Application (2021-2026) & (Units)

Table 70. World On-Cell Touch OLED Display Modules Production by Application (2027-2032) & (Units)

Table 71. World On-Cell Touch OLED Display Modules Production Value by Application (2021-2026) & (USD Million)

Table 72. World On-Cell Touch OLED Display Modules Production Value by Application (2027-2032) & (USD Million)

Table 73. World On-Cell Touch OLED Display Modules Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World On-Cell Touch OLED Display Modules Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Samsung Display Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 76. Samsung Display Co., Ltd. Major Business

Table 77. Samsung Display Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

Table 78. Samsung Display Co., Ltd. On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Samsung Display Co., Ltd. Recent Developments/Updates

Table 80. Samsung Display Co., Ltd. Competitive Strengths & Weaknesses

Table 81. TCL China Star Optoelectronics Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 82. TCL China Star Optoelectronics Technology Co., Ltd. Major Business

Table 83. TCL China Star Optoelectronics Technology Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

Table 84. TCL China Star Optoelectronics Technology Co., Ltd. On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. TCL China Star Optoelectronics Technology Co., Ltd. Recent Developments/Updates

Table 86. TCL China Star Optoelectronics Technology Co., Ltd. Competitive Strengths & Weaknesses

Table 87. Everdisplay Optronics (Shanghai) Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 88. Everdisplay Optronics (Shanghai) Co., Ltd. Major Business

Table 89. Everdisplay Optronics (Shanghai) Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

Table 90. Everdisplay Optronics (Shanghai) Co., Ltd. On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Everdisplay Optronics (Shanghai) Co., Ltd. Recent Developments/Updates

Table 92. Everdisplay Optronics (Shanghai) Co., Ltd. Competitive Strengths & Weaknesses

Table 93. Tianma Microelectronics Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 94. Tianma Microelectronics Co., Ltd. Major Business

Table 95. Tianma Microelectronics Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

Table 96. Tianma Microelectronics Co., Ltd. On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 97. Tianma Microelectronics Co., Ltd. Recent Developments/Updates

Table 98. Tianma Microelectronics Co., Ltd. Competitive Strengths & Weaknesses

Table 99. BOE Technology Group Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 100. BOE Technology Group Co., Ltd. Major Business

Table 101. BOE Technology Group Co., Ltd. On-Cell Touch OLED Display Modules

Product and Services

Table 102. BOE Technology Group Co., Ltd. On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 103. BOE Technology Group Co., Ltd. Recent Developments/Updates

Table 104. BOE Technology Group Co., Ltd. Competitive Strengths & Weaknesses

Table 105. Visionox Technology Inc. Basic Information, Manufacturing Base and Competitors

Table 106. Visionox Technology Inc. Major Business

Table 107. Visionox Technology Inc. On-Cell Touch OLED Display Modules Product and Services

Table 108. Visionox Technology Inc. On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Visionox Technology Inc. Recent Developments/Updates

Table 110. Visionox Technology Inc. Competitive Strengths & Weaknesses

Table 111. LG Display Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 112. LG Display Co., Ltd. Major Business

Table 113. LG Display Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

Table 114. LG Display Co., Ltd. On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. LG Display Co., Ltd. Recent Developments/Updates

Table 116. LG Display Co., Ltd. Competitive Strengths & Weaknesses

Table 117. Densitron Technologies plc Basic Information, Manufacturing Base and Competitors

Table 118. Densitron Technologies plc Major Business

Table 119. Densitron Technologies plc On-Cell Touch OLED Display Modules Product and Services

Table 120. Densitron Technologies plc On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Densitron Technologies plc Recent Developments/Updates

Table 122. Densitron Technologies plc Competitive Strengths & Weaknesses

Table 123. Shenzhen STARTEK Electronic Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 124. Shenzhen STARTEK Electronic Technology Co., Ltd. Major Business

Table 125. Shenzhen STARTEK Electronic Technology Co., Ltd. On-Cell Touch OLED Display Modules Product and Services

Table 126. Shenzhen STARTEK Electronic Technology Co., Ltd. On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. Shenzhen STARTEK Electronic Technology Co., Ltd. Recent Developments/Updates

Table 128. Shenzhen STARTEK Electronic Technology Co., Ltd. Competitive Strengths & Weaknesses

Table 129. New Vision Display Basic Information, Manufacturing Base and Competitors

Table 130. New Vision Display Major Business

Table 131. New Vision Display On-Cell Touch OLED Display Modules Product and Services

Table 132. New Vision Display On-Cell Touch OLED Display Modules Production (Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. New Vision Display Recent Developments/Updates

Table 134. New Vision Display Competitive Strengths & Weaknesses

Table 135. Global Key Players of On-Cell Touch OLED Display Modules Upstream (Raw Materials)

Table 136. Global On-Cell Touch OLED Display Modules Typical Customers

Table 137. On-Cell Touch OLED Display Modules Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. On-Cell Touch OLED Display Modules Picture

Figure 2. World On-Cell Touch OLED Display Modules Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World On-Cell Touch OLED Display Modules Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World On-Cell Touch OLED Display Modules Production (2021-2032) & (Units)

Figure 5. World On-Cell Touch OLED Display Modules Average Price (2021-2032) & (US\$/Unit)

Figure 6. World On-Cell Touch OLED Display Modules Production Value Market Share by Region (2021-2032)

Figure 7. World On-Cell Touch OLED Display Modules Production Market Share by Region (2021-2032)

Figure 8. North America On-Cell Touch OLED Display Modules Production (2021-2032) & (Units)

Figure 9. Europe On-Cell Touch OLED Display Modules Production (2021-2032) & (Units)

Figure 10. China On-Cell Touch OLED Display Modules Production (2021-2032) & (Units)

Figure 11. Japan On-Cell Touch OLED Display Modules Production (2021-2032) & (Units)

Figure 12. South Korea On-Cell Touch OLED Display Modules Production (2021-2032) & (Units)

Figure 13. On-Cell Touch OLED Display Modules Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World On-Cell Touch OLED Display Modules Consumption (2021-2032) & (Units)

Figure 16. World On-Cell Touch OLED Display Modules Consumption Market Share by Region (2021-2032)

Figure 17. United States On-Cell Touch OLED Display Modules Consumption (2021-2032) & (Units)

Figure 18. China On-Cell Touch OLED Display Modules Consumption (2021-2032) & (Units)

Figure 19. Europe On-Cell Touch OLED Display Modules Consumption (2021-2032) & (Units)

Figure 20. Japan On-Cell Touch OLED Display Modules Consumption (2021-2032) & (Units)

Figure 21. South Korea On-Cell Touch OLED Display Modules Consumption (2021-2032) & (Units)

Figure 22. ASEAN On-Cell Touch OLED Display Modules Consumption (2021-2032) & (Units)

Figure 23. India On-Cell Touch OLED Display Modules Consumption (2021-2032) & (Units)

Figure 24. Producer Shipments of On-Cell Touch OLED Display Modules by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for On-Cell Touch OLED Display Modules Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for On-Cell Touch OLED Display Modules Markets in 2025

Figure 27. United States VS China: On-Cell Touch OLED Display Modules Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: On-Cell Touch OLED Display Modules Production Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: On-Cell Touch OLED Display Modules Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States Based Manufacturers On-Cell Touch OLED Display Modules Production Market Share 2025

Figure 31. China Based Manufacturers On-Cell Touch OLED Display Modules Production Market Share 2025

Figure 32. Rest of World Based Manufacturers On-Cell Touch OLED Display Modules Production Market Share 2025

Figure 33. World On-Cell Touch OLED Display Modules Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 34. World On-Cell Touch OLED Display Modules Production Value Market Share by Type in 2025

Figure 35. Rigid Flat Modules

Figure 36. Flexible Flat Modules

Figure 37. Others

Figure 38. World On-Cell Touch OLED Display Modules Production Market Share by Type (2021-2032)

Figure 39. World On-Cell Touch OLED Display Modules Production Value Market Share by Type (2021-2032)

Figure 40. World On-Cell Touch OLED Display Modules Average Price by Type (2021-2032) & (US\$/Unit)

Figure 41. World On-Cell Touch OLED Display Modules Production Value by Display Size Class, (USD Million), 2021 & 2025 & 2032

Figure 42. World On-Cell Touch OLED Display Modules Production Value Market Share by Display Size Class in 2025

Figure 43. Small Size Modules (<7 inches)

Figure 44. Medium Size Modules (>7-20 inches)

Figure 45. Large Size Modules (>20 inches)

Figure 46. World On-Cell Touch OLED Display Modules Production Market Share by Display Size Class (2021-2032)

Figure 47. World On-Cell Touch OLED Display Modules Production Value Market Share by Display Size Class (2021-2032)

Figure 48. World On-Cell Touch OLED Display Modules Average Price by Display Size Class (2021-2032) & (US\$/Unit)

Figure 49. World On-Cell Touch OLED Display Modules Production Value by Touch Integration Architecture, (USD Million), 2021 & 2025 & 2032

Figure 50. World On-Cell Touch OLED Display Modules Production Value Market Share by Touch Integration Architecture in 2025

Figure 51. Touch-on-Encapsulation Architecture

Figure 52. Touch-on-Optical Stack Architecture

Figure 53. Film-integrated On-cell Architecture

Figure 54. Proprietary Integrated On-cell Architecture

Figure 55. Others

Figure 56. World On-Cell Touch OLED Display Modules Production Market Share by Touch Integration Architecture (2021-2032)

Figure 57. World On-Cell Touch OLED Display Modules Production Value Market Share by Touch Integration Architecture (2021-2032)

Figure 58. World On-Cell Touch OLED Display Modules Average Price by Touch Integration Architecture (2021-2032) & (US\$/Unit)

Figure 59. World On-Cell Touch OLED Display Modules Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 60. World On-Cell Touch OLED Display Modules Production Value Market Share by Application in 2025

Figure 61. Consumer Electronics

Figure 62. Automotive and Transportation

Figure 63. Industrial Equipment

Figure 64. Medical Devices

Figure 65. Commercial and Professional Displays

Figure 66. Others

Figure 67. World On-Cell Touch OLED Display Modules Production Market Share by

Application (2021-2032)

Figure 68. World On-Cell Touch OLED Display Modules Production Value Market Share by Application (2021-2032)

Figure 69. World On-Cell Touch OLED Display Modules Average Price by Application (2021-2032) & (US\$/Unit)

Figure 70. On-Cell Touch OLED Display Modules Industry Chain

Figure 71. On-Cell Touch OLED Display Modules Procurement Model

Figure 72. On-Cell Touch OLED Display Modules Sales Model

Figure 73. On-Cell Touch OLED Display Modules Sales Channels, Direct Sales, and Distribution

Figure 74. Methodology

Figure 75. Research Process and Data Source

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