

## Prices for Mid- and Large-sized LCD Panels Keep Falling in 3Q, Says TrendForce

2019-07-11 [Anita Wang](#)

According to [WitsView](#), a division of [TrendForce](#), prices for mid- and large-sized LCD panels are unlikely to stop falling in 3Q19, mainly due to the trade war that raged on in 2Q. Some LCD brands have already stocked up beforehand as well as raised inventory levels of completed devices in North American regions. Adding the fact that brands are stuck with relatively high inventories of both panels and completed devices as a result of low demand, brands are reducing panel procurement for 3Q, causing restocking momentum to weaken.

“As panel production capacity for 2019 builds up, panel manufacturers are looking to LCD monitor products to help use up the ever growing panel capacity. Among these panels, 23.8-inch sizes have seen a significant increase in supply capacity, but end demand is finding a hard time catching up with that capacity, causing prices for 23.8-inch panels to see a continual descent. As new production capacities continue to appear in 3Q, we forecast that prices for panels of this size may still fall by US\$0.3-0.5 MoM under downward pressure,” says TrendForce Senior Research Manager Anita Wang.

27 inches, on the other hand, form the main size of choice for many panel manufacturers and brands, with many high-end devices using panels of this size. Therefore, all products using panels of this size give panel manufacturers a lot of leeway to cut profits. 27-inch IPS panels are forecast to drop by US\$0.5-1 MoM in 3Q.

In contrast, prices for small sized TN panels 21.5 inches and below have already neared cash costs, and panel manufacturers aren't that willing to lower prices any further. Furthermore, 3Q signals the beginning of a peak season for commercial markets in China, bringing 21.5-inch TN panel demand up and presenting the best chance of seeing an end to falling prices.

### About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit [www.trendforce.com](http://www.trendforce.com)

#### Major research divisions:

**DRAMeXchange** focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

**WitsView** offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

**LEDinside** covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

EnergyTrend specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

Topology studies structural trends of technology industries in the Greater China Region and beyond, focusing on semiconductors, photovoltaic technology, telecommunications, and IA.

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