

Display Optical Film Market Tracker

Part of the Display Manufacturing, Technology & Components Service Area Coverage

This tracker covers polarizer and backlight-related films for TFT LCDs, including PVA, production film, COP, PSA, diffuser, reflector, light guide plate, microlens film, BEF/DBEF, prism sheet, and multi-functional film. The report presents information regarding shipments, market share, capacity changes, value chain relationships between the film suppliers and panel makers, prices, supply/demand, revenue, technology development, and cost reduction efforts.

“ Understanding of optical film market size, supply chain analysis, pricing and technology trend is critical in finding ways to increase competitiveness in the display market. ”

Irene Heo

Principal Analyst

Display Optical Film Market Tracker

Part of the Display Manufacturing, Technology & Components Service Area Package

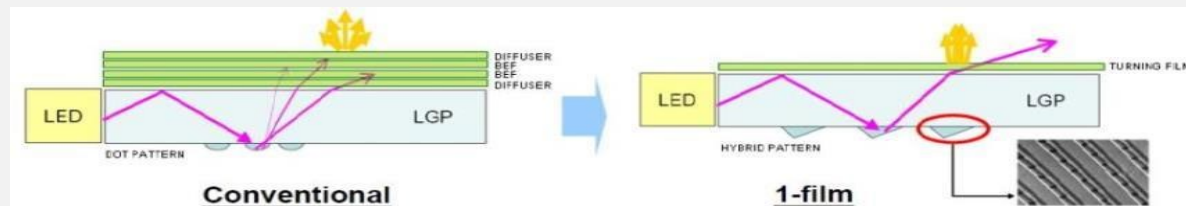
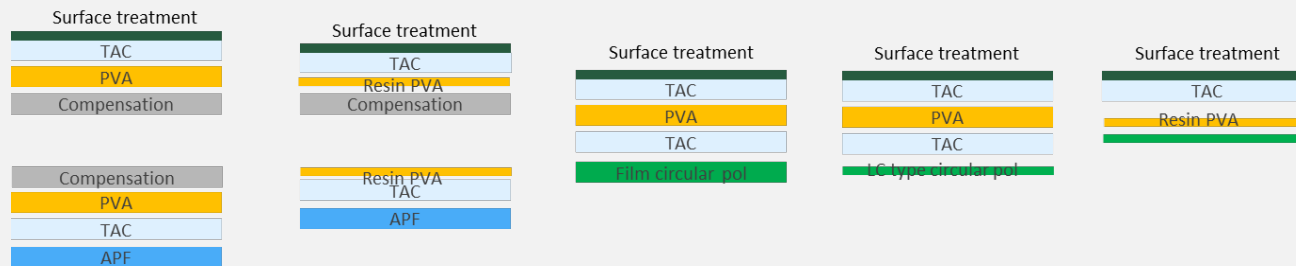
HOW OMDIA HELPS YOU

- Discover the latest technology and supply chain information as well as pricing and forecasts for the entire range of TFT LCD/OLED optical films.
- Understand improvements in display performance derived from optical films.
- Learn about different optical film configurations and stacks found in production today
- Gain a single source of optical film information for supply/demand, supplier performance and capacity, price trends, cost structures, revenue, and market share.

KEY QUESTIONS ADDRESSED

- What are the technology trend, cost, supply chain and forecasts for display optical films?
- What features of optical films are required in the flexible era?
- Who is considered highly competitive in this market?

Key technological trend of smartphone polarizer and Back light unit



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Source: Omdia

Display Optical Film: Our Expert Analysts



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Market Tracker

Display Optical Film Market Tracker

The report presents information regarding shipments, market share, capacity changes, value chain relationships between the film suppliers and panel makers, prices, supply/demand, revenue, technology development, and cost reduction efforts. Also included are area demand forecasts, revenue demand forecasts, market share analyses, and a price and cost analyses. The Display Optical Film Market Tracker is published through an Excel data file and PowerPoint report.

DETAILS

Frequency: Quarterly

Measures

- Area
- Revenue
- Unit
- Typical selling price

COVERAGE

Data Covered

- Polarizer production capacity
- Polarizer market forecast
- Polarizer pricing
- Polarizer supply/demand forecast
- Polarizer supply chain status
- Status of major polarizer companies (Market share and revenues)
- Polarizer and sub film structure trends
- PVA protection film (TAC/Acryl/COP/PET) demand forecast
- PVA protection film capacity
- PVA protection film supply/demand trends
- PVA protection film pricing
- Compensation film demand forecast
- Compensation film supply chain share
- OLED circular polarizer market forecast
- OLED circular polarizer technology trend
- OLED protection film market forecast
- Backlight optical films* demand forecast
- Backlight optical films price trends
- Backlight optical films supply chain status
- The latest technological/industrial trend of each film
 - Reflective polarizer
 - Prism
 - Diffuser
 - Reflector
 - Microlens

APPLICABLE TO

Brand manufacturers/OEMs/ODMs

- LCD and materials/components procurement division

Suppliers

- Optical film
- Polarizer
- Backlight

LCD Panel suppliers

- Materials/components Procurement division
- Panel development division

Investment Community

- Fund managers / investors / analysts with interest in display companies

Table of Contents

Executive summary

Research methodology

Research scope and definitions

Polarizer and sub film

Polarizer market trend and demand forecast

- Long-term forecast
- Short-term forecast
- By display type, application, display mode

Polarizer production capacity trend

- Polarizer production line and capacity
- By manufacturer, region, group

Major polarizer companies' status – Nitto, Sumitomo Chemical, LG Chem, Samsung SDI, Sanritz, BenQ Materials, CMMT, Kunshan CMMT, SAPO, Sunypol and others

Polarizer supply chain: overall, notebook, monitor, TV, tablet PC Polarizer price trends and demand/supply

Polarizer sub-film demand forecasts

- PVA film
 - Market forecast
 - Production capacity
- PVA protection film (TAC, acryl, PET, COP)
 - Market forecast
 - Production capacity
 - Supply/demand trends
 - Pricing trends

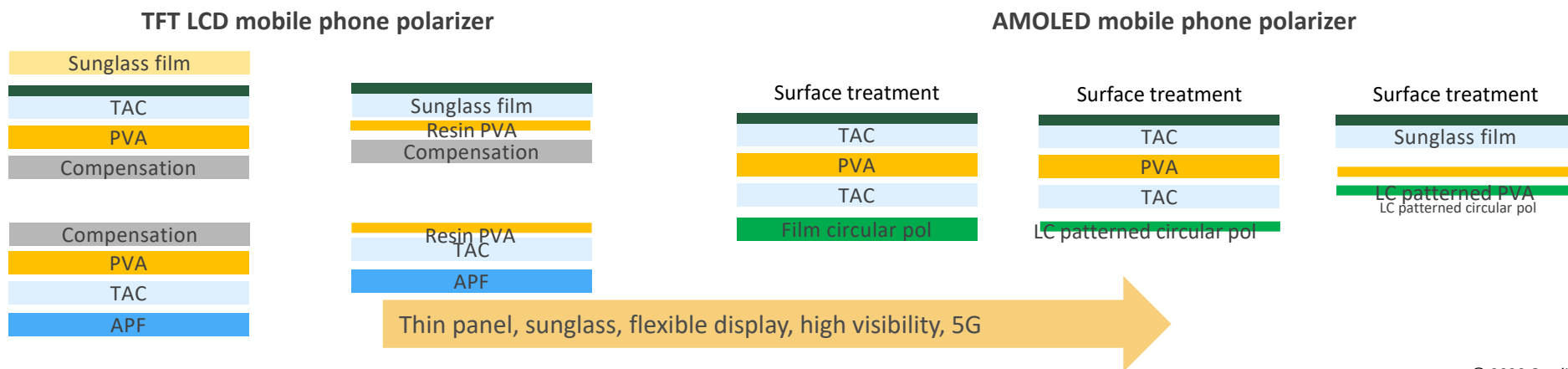
- Compensation film
 - Market forecast
 - Polarizer structure change trend
 - Type of compensation film by display mode (TN, VA, IPS)
 - Compensation film adoption trend by major application/ panel marker
 - Market share by film, manufacture
- Surface treatment film (AG, AG/LR, LR, HC)
 - Market forecast
 - Market trends
- PET protection film/release film
 - Market forecast
 - Market trends
- Polarizer issues
 - Polarizer structures of Apple's products
 - RTP process
 - OLED circular polarizer
 - OLED protection film
 - The latest technology trend for flexible display
 - Automtoive polarzier trend

Backlight optical films

- Prism film and multi-function prism
- Microlens film
- Reflective polarizers and functional films
- Film stack by application: notebook PC, monitor, TV
- Price trends: prism film, microlens film, reflective polarizer
- Supply chain of prism and functional films: mobile PC, monitor, TV
- BLU cost structure: smartphone, tablet PC, notebook PC, TV
- Diffuser film
 - Price trends
 - Supply chain for mobile PC
 - Supply chain for monitor
 - Supply chain for TV
- Reflector film
 - Price trends
 - Supply chain for notebook PC
 - Supply chain for monitor
 - Supply chain for TV
- Light guide plate (LGP)
 - TFT LCD LGP demand (mobile PC, monitor, TV)
 - PMMA demand for TFT LCD LGPs
 - PMMA supply/demand for TFT LCD LGP

Key Technological Trend for Mobile Phone Polarizer

AMOLED optical films in Q4'19 version




Source: Omdia

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Figure: Mobile phone polarizer

Related Content: Display Manufacturing, Technology & Components Service Area Coverage



Service Area Package: **Display Manufacturing, Technology & Components**

- OLED & LCD Supply Demand & Equipment Intelligence Service
- OLED & Flexible Display Intelligence Service
- Foldable Display Tech/ Market Report
- MicroLED Display Tech/ Market Report
- Mini LED Backlight Market Tracker
- Display Glass Market Tracker
- OLED Display Roadmap Tracker
- Display Driver IC Market Tracker
- OLED Materials Market Tracker
- Display Optical Film Market Tracker
- Large Area Display Cost Model
- Smartphone & Tablet Display Cost Model
- OLED Display Cost Model
- Display Dynamics Viewpoint Service

About Omdia's Display Manufacturing, Technology & Components Research

Industry's most comprehensive coverage of the display supply chain focusing on upstream segments of panel and manufacturing technologies, equipment, as well as materials, components, and costs.

Our research team is based in Asia with extensive years of experience and have previously worked at FPD companies. Omdia's primary research approach is surveying display supply chain companies, creating unique and highly data oriented analysis.

Strong focus in the "connect the dots" between various parts of the FPD industry, upstream, downstream, and to consumer electronics. Omdia research team deep dives of the many niche markets and technologies that characterize the front end of display industry.

Related Content: Display and Consumer Devices Service Area Coverage

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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.