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
Display Optical Film: Our Expert Analysts

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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
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**Research scope and definitions**
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- Short-term forecast
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**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

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  - 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

TFT LCD mobile phone polarizer

- Sunglass film
- TAC
- PVA
- Compensation

- Compensation
- PVA
- TAC
- APF

AMOLED mobile phone polarizer

- Sunglass film
- TAC
- PVA
- Compensation

- Sunglass film
- TAC
- PVA
- LC patterned circular polarizer

Source: Omdia

Figure: Mobile phone polarizer

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

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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**Spotlight Services**

- Display Dynamics Spotlight

**Trackers**

- Display Long-Term Demand Forecast
- Display Production & Inventory
- Large Area Display Price
- Large Area Display Market
- Large Area Display Production Strategy
- Large Area Display Product Roadmap
- Monitor Display & OEM

**Reports**

- Automotive Touch & Interface
- Display Fingerprint Tech
- Touch Panel Cover Lens
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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.

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