

Global QD Film for TV Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

QD film, also known as quantum dot film, is a cutting-edge technology used in television displays to enhance color quality and brightness. Quantum dots are semiconductor nanocrystals that emit light at specific wavelengths when stimulated by an external light source. QD films are designed to improve color accuracy, contrast ratios, and energy efficiency in TVs, offering a superior viewing experience compared to traditional LCD displays.

The current market size for QD film for TV stands at approximately USD 150 million in 2023. This segment is expected to grow at a projected CAGR of 25.50% from 2024 to 2032, reaching a market size of USD 780 million by the end of the forecast period. The key growth drivers for the QD film market include increasing demand for high-quality display technologies, growing adoption of 4K and 8K televisions, and rising disposable incomes leading to higher consumer spending on premium electronics.

One of the prominent market trends in the QD film industry is the shift towards larger screen sizes in televisions. Consumers are increasingly opting for bigger TVs to replicate the cinematic experience at home, driving the demand for QD film technology to deliver vibrant colors and sharp images on larger displays. Another trend is the focus on sustainability, with manufacturers developing eco-friendly QD films that reduce the environmental impact of TV production.

Moreover, the integration of QD technology in flexible displays is gaining traction, enabling the creation of curved or rollable TVs that offer immersive viewing angles. This trend aligns with the growing preference for sleek, space-saving designs in home

entertainment systems. Additionally, advancements in QD film manufacturing processes are leading to cost reductions, making this technology more accessible to a wider consumer base.

In terms of regional market distribution, Asia Pacific is the leading market for QD film for TVs, driven by the presence of major electronics manufacturers in countries like South Korea, China, and Japan. These regions benefit from robust R&D capabilities, strong consumer demand for premium electronics, and a competitive landscape that fosters innovation. North America and Europe also hold significant market shares, with key players expanding their product portfolios to cater to the growing demand for high-performance displays in these regions.

Despite the promising growth prospects, the QD film market faces challenges such as intense competition from OLED technology, which also offers superior color reproduction and contrast levels. Additionally, supply chain disruptions and raw material shortages can impact the production and pricing of QD films, posing challenges for manufacturers in meeting consumer demand and maintaining profitability.

In conclusion, the market for QD film for TVs is poised for substantial growth driven by technological advancements, increasing consumer preferences for premium viewing experiences, and expanding market presence in key regions. Manufacturers need to focus on innovation, sustainability, and cost optimization to capitalize on the opportunities presented by the evolving landscape of display technologies.

This report provides a deep insight into the global QD Film for TV market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global QD Film for TV Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the QD Film for TV market in any manner.

Global QD Film for TV Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

InnoQD

EFUN Technology

Nanocrystal Technology Co.

Ltd.

Ningbo Jizhi Technology

Shoei Electronic Material(Nanosys)

Samsung

BOE

3M

Bready

Nanoco

Market Segmentation (by Type)

Cadmium Quantum Dot Film

Cadmium-free Quantum Dot Film

Market Segmentation (by Application)

55-inch TV

65-inch TV

Other

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the QD Film for TV Market

Overview of the regional outlook of the QD Film for TV Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as

challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the QD Film for TV Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of QD Film for TV

1.2 Key Market Segments

1.2.1 QD Film for TV Segment by Type

1.2.2 QD Film for TV Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 QD FILM FOR TV MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global QD Film for TV Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global QD Film for TV Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 QD FILM FOR TV MARKET COMPETITIVE LANDSCAPE

3.1 Global QD Film for TV Sales by Manufacturers (2019-2024)

3.2 Global QD Film for TV Revenue Market Share by Manufacturers (2019-2024)

3.3 QD Film for TV Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global QD Film for TV Average Price by Manufacturers (2019-2024)

3.5 Manufacturers QD Film for TV Sales Sites, Area Served, Product Type

3.6 QD Film for TV Market Competitive Situation and Trends

3.6.1 QD Film for TV Market Concentration Rate

3.6.2 Global 5 and 10 Largest QD Film for TV Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 QD FILM FOR TV INDUSTRY CHAIN ANALYSIS

- 4.1 QD Film for TV Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF QD FILM FOR TV MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 QD FILM FOR TV MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global QD Film for TV Sales Market Share by Type (2019-2024)
- 6.3 Global QD Film for TV Market Size Market Share by Type (2019-2024)
- 6.4 Global QD Film for TV Price by Type (2019-2024)

7 QD FILM FOR TV MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global QD Film for TV Market Sales by Application (2019-2024)
- 7.3 Global QD Film for TV Market Size (M USD) by Application (2019-2024)
- 7.4 Global QD Film for TV Sales Growth Rate by Application (2019-2024)

8 QD FILM FOR TV MARKET SALES BY REGION

- 8.1 Global QD Film for TV Sales by Region
 - 8.1.1 Global QD Film for TV Sales by Region
 - 8.1.2 Global QD Film for TV Sales Market Share by Region
- 8.2 Global QD Film for TV Market Size by Region
 - 8.2.1 Global QD Film for TV Market Size by Region

8.2.2 Global QD Film for TV Market Size Market Share by Region

8.3 North America

8.3.1 North America QD Film for TV Sales by Country

8.3.2 North America QD Film for TV Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe QD Film for TV Sales by Country

8.4.2 Europe QD Film for TV Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific QD Film for TV Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific QD Film for TV Market Size by Region

8.6.2 Asia Pacific QD Film for TV Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America QD Film for TV Sales by Country

8.7.2 South America QD Film for TV Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa QD Film for TV Sales by Region

8.8.2 Middle East and Africa QD Film for TV Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 QD FILM FOR TV MARKET PRODUCTION BY REGION

9.1 Global Production of QD Film for TV by Region (2019-2024)

9.2 Global QD Film for TV Revenue Market Share by Region (2019-2024)

9.3 Global QD Film for TV Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America QD Film for TV Production

9.4.1 North America QD Film for TV Production Growth Rate (2019-2024)

9.4.2 North America QD Film for TV Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe QD Film for TV Production

9.5.1 Europe QD Film for TV Production Growth Rate (2019-2024)

9.5.2 Europe QD Film for TV Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan QD Film for TV Production (2019-2024)

9.6.1 Japan QD Film for TV Production Growth Rate (2019-2024)

9.6.2 Japan QD Film for TV Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China QD Film for TV Production (2019-2024)

9.7.1 China QD Film for TV Production Growth Rate (2019-2024)

9.7.2 China QD Film for TV Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 InnoQD

10.1.1 InnoQD QD Film for TV Basic Information

10.1.2 InnoQD QD Film for TV Product Overview

10.1.3 InnoQD QD Film for TV Product Market Performance

10.1.4 InnoQD Business Overview

10.1.5 InnoQD QD Film for TV SWOT Analysis

10.1.6 InnoQD Recent Developments

10.2 EFUN Technology

10.2.1 EFUN Technology QD Film for TV Basic Information

- 10.2.2 EFUN Technology QD Film for TV Product Overview
- 10.2.3 EFUN Technology QD Film for TV Product Market Performance
- 10.2.4 EFUN Technology Business Overview
- 10.2.5 EFUN Technology QD Film for TV SWOT Analysis
- 10.2.6 EFUN Technology Recent Developments
- 10.3 Nanocrystal Technology Co.
 - 10.3.1 Nanocrystal Technology Co. QD Film for TV Basic Information
 - 10.3.2 Nanocrystal Technology Co. QD Film for TV Product Overview
 - 10.3.3 Nanocrystal Technology Co. QD Film for TV Product Market Performance
 - 10.3.4 Nanocrystal Technology Co. QD Film for TV SWOT Analysis
 - 10.3.5 Nanocrystal Technology Co. Business Overview
 - 10.3.6 Nanocrystal Technology Co. Recent Developments
- 10.4 Ltd.
 - 10.4.1 Ltd. QD Film for TV Basic Information
 - 10.4.2 Ltd. QD Film for TV Product Overview
 - 10.4.3 Ltd. QD Film for TV Product Market Performance
 - 10.4.4 Ltd. Business Overview
 - 10.4.5 Ltd. Recent Developments
- 10.5 Ningbo Jizhi Technology
 - 10.5.1 Ningbo Jizhi Technology QD Film for TV Basic Information
 - 10.5.2 Ningbo Jizhi Technology QD Film for TV Product Overview
 - 10.5.3 Ningbo Jizhi Technology QD Film for TV Product Market Performance
 - 10.5.4 Ningbo Jizhi Technology Business Overview
 - 10.5.5 Ningbo Jizhi Technology Recent Developments
- 10.6 Shoei Electronic Material(Nanosys)
 - 10.6.1 Shoei Electronic Material(Nanosys) QD Film for TV Basic Information
 - 10.6.2 Shoei Electronic Material(Nanosys) QD Film for TV Product Overview
 - 10.6.3 Shoei Electronic Material(Nanosys) QD Film for TV Product Market Performance
 - 10.6.4 Shoei Electronic Material(Nanosys) Business Overview
 - 10.6.5 Shoei Electronic Material(Nanosys) Recent Developments
- 10.7 Samsung
 - 10.7.1 Samsung QD Film for TV Basic Information
 - 10.7.2 Samsung QD Film for TV Product Overview
 - 10.7.3 Samsung QD Film for TV Product Market Performance
 - 10.7.4 Samsung Business Overview
 - 10.7.5 Samsung Recent Developments
- 10.8 BOE
 - 10.8.1 BOE QD Film for TV Basic Information

- 10.8.2 BOE QD Film for TV Product Overview
- 10.8.3 BOE QD Film for TV Product Market Performance
- 10.8.4 BOE Business Overview
- 10.8.5 BOE Recent Developments

10.9 3M

- 10.9.1 3M QD Film for TV Basic Information
- 10.9.2 3M QD Film for TV Product Overview
- 10.9.3 3M QD Film for TV Product Market Performance
- 10.9.4 3M Business Overview
- 10.9.5 3M Recent Developments

10.10 Bready

- 10.10.1 Bready QD Film for TV Basic Information
- 10.10.2 Bready QD Film for TV Product Overview
- 10.10.3 Bready QD Film for TV Product Market Performance
- 10.10.4 Bready Business Overview
- 10.10.5 Bready Recent Developments

10.11 Nanoco

- 10.11.1 Nanoco QD Film for TV Basic Information
- 10.11.2 Nanoco QD Film for TV Product Overview
- 10.11.3 Nanoco QD Film for TV Product Market Performance
- 10.11.4 Nanoco Business Overview
- 10.11.5 Nanoco Recent Developments

11 QD FILM FOR TV MARKET FORECAST BY REGION

- 11.1 Global QD Film for TV Market Size Forecast
- 11.2 Global QD Film for TV Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe QD Film for TV Market Size Forecast by Country
 - 11.2.3 Asia Pacific QD Film for TV Market Size Forecast by Region
 - 11.2.4 South America QD Film for TV Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of QD Film for TV by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global QD Film for TV Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of QD Film for TV by Type (2025-2032)
 - 12.1.2 Global QD Film for TV Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of QD Film for TV by Type (2025-2032)

12.2 Global QD Film for TV Market Forecast by Application (2025-2032)

12.2.1 Global QD Film for TV Sales (K MT) Forecast by Application

12.2.2 Global QD Film for TV Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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