

# Global Ambient Light Rejecting (ALR) Projection Screen Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Ambient Light Rejecting (ALR) Projection Screen market size is expected to reach \$ 3764 million by 2032, rising at a market growth of 6.8% CAGR during the forecast period (2026-2032).

Ambient Light Rejecting (ALR) Projection Screen is a projection screen that uses directional optical structures and light-absorbing layers to suppress ambient light while selectively reflecting projected light toward viewers, improving contrast and image clarity in bright environments. It is designed for spaces where full light control is impractical and visual stability is required. Its advantages lie in delivering more stable black levels and image depth without darkening the room, making it suitable for living rooms, meeting rooms, and multi-purpose spaces. In 2025, production was approximately 1.15 million units and the average price was USD 2,000 per unit. The industry's capacity utilization rate in 2025 was about 59% and the average gross margin was around 40%. Upstream mainly consists of screen substrate materials and metal frame materials, with representative suppliers including DuPont, Toray Industries, Teijin, Hydro, Constellium, Aluminum Corporation of China, and Nanshan Aluminum. The midstream focuses on optical structure design, coating and lamination process control, gain and viewing-angle tuning, tension and flatness management, frame fabrication and assembly, and optical consistency validation to ensure predictable in-room performance. Downstream demand is mainly divided between home and commercial use, with home applications centered on living-room projection upgrades and ultra-short-throw matching, while commercial use is concentrated in meeting rooms, education, and high-end presentation spaces, with representative customers such as WeWork, New Oriental Education, and Wanda Cinemas.

The market outlook for Ambient Light Rejecting (ALR) Projection Screen is driven by the shift of projection systems from controlled dark environments into everyday living and

working spaces. As large-screen projection is increasingly deployed in living rooms, conference rooms, and multi-purpose venues, the ability to preserve contrast and image depth under ambient light has become a core system requirement rather than an optional upgrade. Current demand is therefore closely linked to short-throw and ultra-short-throw projection adoption, where screen performance directly determines perceived image quality. Industry competition is moving away from basic material supply toward optical structure stability, installation adaptability, and consistency across different lighting conditions. Looking ahead, shipment growth is expected to be steady, while profitability will depend on balancing optical performance with manufacturability, controlling material and process costs, and offering standardized solutions that still accommodate project-based customization. Vendors that can deliver predictable visual results in real-world environments while maintaining cost discipline are better positioned to sustain margins as price sensitivity gradually increases.

This report studies the global Ambient Light Rejecting (ALR) Projection Screen production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Ambient Light Rejecting (ALR) Projection Screen 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 Ambient Light Rejecting (ALR) Projection Screen that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Ambient Light Rejecting (ALR) Projection Screen total production and demand, 2021-2032, (K Units)

Global Ambient Light Rejecting (ALR) Projection Screen total production value, 2021-2032, (USD Million)

Global Ambient Light Rejecting (ALR) Projection Screen production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Ambient Light Rejecting (ALR) Projection Screen consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Ambient Light Rejecting (ALR) Projection Screen domestic production, consumption, key domestic manufacturers and share

Global Ambient Light Rejecting (ALR) Projection Screen production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Ambient Light Rejecting (ALR) Projection Screen production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Ambient Light Rejecting (ALR) Projection Screen production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Ambient Light Rejecting (ALR) Projection Screen 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 Panasonic, Epson, ViewSonic, Da-Lite(Legrand), BenQ, Samsung, VAVA, Stewart Filmscreen, Grandview, HISENSE, 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 Ambient Light Rejecting (ALR) Projection Screen market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Ambient Light Rejecting (ALR) Projection Screen Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Ambient Light Rejecting (ALR) Projection Screen Market, Segmentation by Type:

Fixed Frame Screen

## Motorized Electric Screen

Global Ambient Light Rejecting (ALR) Projection Screen Market, Segmentation by Base Material:

Woven Polyester Fabric

Woven Fiberglass Fabric

Others

Global Ambient Light Rejecting (ALR) Projection Screen Market, Segmentation by Size:

80-100 Inch

100-120 Inch

120-150 Inch

Others

Global Ambient Light Rejecting (ALR) Projection Screen Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Global Ambient Light Rejecting (ALR) Projection Screen Market, Segmentation by Application:

Household Use

Commercial Use

## **Companies Profiled:**

Panasonic

Epson

ViewSonic

Da-Lite(Legrand)

BenQ

Samsung

VAVA

Stewart Filmscreen

Grandview

HISENSE

Screen Innovations

VIVIDSTORM

Elite Screens Inc.

FENGMI

SNOWHITE

XY Screens

Sams AV-Tech

Telon

EluneVision

**Key Questions Answered:**

1. How big is the global Ambient Light Rejecting (ALR) Projection Screen market?
2. What is the demand of the global Ambient Light Rejecting (ALR) Projection Screen market?
3. What is the year over year growth of the global Ambient Light Rejecting (ALR) Projection Screen market?
4. What is the production and production value of the global Ambient Light Rejecting (ALR) Projection Screen market?
5. Who are the key producers in the global Ambient Light Rejecting (ALR) Projection Screen market?
6. What are the growth factors driving the market demand?

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