

# Global Color ChLCD Display Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Color ChLCD Display market size is expected to reach \$ 312 million by 2032, rising at a market growth of 12.7% CAGR during the forecast period (2026-2032). Color ChLCD Display is a color cholesteric liquid crystal display that retains images without continuous power and only consumes energy during image updates, enabling low-power color information display. Compared with monochrome ChLCD, it adds color capability while preserving bistable characteristics, making it suitable for applications where color differentiation and long image retention are both required. In 2025, production was approximately 4.64 million units and the average price was USD 28 per unit. The industry's capacity utilization rate in 2025 was about 60% and the average gross margin was around 36%. Upstream mainly includes bistable liquid crystal materials and glass substrates, with representative suppliers such as Merck, JNC, Corning, AGC, and IRICO Group. The midstream focuses on display cell and module engineering, centering on color bistable driving schemes, material integration, packaging processes, and yield and reliability control to ensure long-term consistency in volume production. Downstream applications are mainly in e-book readers and electronic shelf labels, with representative e-book customers including Amazon, Rakuten Kobo, and Sony, and electronic shelf label customers including SES-imagotag, Pricer, Hanshow, and Zkong.

The market outlook for Color ChLCD Display is defined by the gradual expansion of color requirements within ultra-low-power display systems rather than by mass consumer replacement. Current adoption is concentrated in applications such as electronic shelf labels and specialized reading terminals, where limited color differentiation improves information hierarchy while bistable operation preserves energy efficiency. Industry progress is moderated by higher material and process complexity compared with monochrome solutions, which constrains rapid scaling and shifts competition toward manufacturing discipline and deployment reliability. Looking ahead,

profitability will depend on selecting application scenarios where color delivers clear functional value, stabilizing specifications to avoid repeated qualification, and maintaining yield consistency over long production cycles. Vendors that align capacity planning with project-based demand and demonstrate predictable performance in long-term field operation are better positioned to sustain margins as pricing pressure increases.

This report studies the global Color ChLCD Display production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Color ChLCD Display 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 Color ChLCD Display that contribute to its increasing demand across many markets.

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

Global Color ChLCD Display total production and demand, 2021-2032, (K Units)

Global Color ChLCD Display total production value, 2021-2032, (USD Million)

Global Color ChLCD Display production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Color ChLCD Display consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Color ChLCD Display domestic production, consumption, key domestic manufacturers and share

Global Color ChLCD Display production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Color ChLCD Display production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Color ChLCD Display production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Color ChLCD Display 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 AUO, Iris Optronics, Kent Displays, Varitronix, Fujitsu Frontech, New Vision Display, 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 Color ChLCD Display 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 Color ChLCD Display Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Color ChLCD Display Market, Segmentation by Type:

Active Matrix ChLCDs

Passive Matrix ChLCDs

Global Color ChLCD Display Market, Segmentation by Screen Size:

Below 4 Inch

4-7 Inch

7-10 Inch

Others

### Global Color ChLCD Display Market, Segmentation by Resolution:

128?64

160?128

240?128

Others

### Global Color ChLCD Display Market, Segmentation by Application:

eReaders

Electronic Shelf Tags

Others

### Companies Profiled:

AUO

Iris Optronics

Kent Displays

Varitronix

Fujitsu Frontech

New Vision Display

### Key Questions Answered:

1. How big is the global Color ChLCD Display market?

2. What is the demand of the global Color ChLCD Display market?
3. What is the year over year growth of the global Color ChLCD Display market?
4. What is the production and production value of the global Color ChLCD Display market?
5. Who are the key producers in the global Color ChLCD Display market?
6. What are the growth factors driving the market demand?

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