

# Global Optically Variable Materials Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/GBE635928480EN.html>

Date: January 2026

Pages: 94

Price: US\$ 3,480.00 (Single User License)

ID: GBE635928480EN

## Abstracts

According to our (Global Info Research) latest study, the global Optically Variable Materials market size was valued at US\$ 2787 million in 2025 and is forecast to a readjusted size of US\$ 5755 million by 2032 with a CAGR of 11.0% during review period.

Optically variable material is a type of functional materials that achieve dynamic changes in optical properties (including color, pattern, brightness, etc.) with observation angle or lighting conditions through micro-nanostructure engineering design (such as multilayer interference films, diffraction gratings, photonic crystals, etc.). Its core mechanism is to use the periodic micro-nanostructure on the surface or inside of the material to precisely control the interference, diffraction or scattering effects of light, thereby giving the material a unique viewing angle-dependent optical response or environmentally responsive optical behavior, showing irreplaceable application value in the fields of anti-counterfeiting labels, high-security packaging.

The growth of the optically variable materials market is mainly driven by three core driving forces: the increasingly severe anti-counterfeiting and security needs on a global scale, the breakthrough progress of micro-nano manufacturing technology, and the continuous expansion of emerging application scenarios. Among them, the surge in anti-counterfeiting demand stems from the increasing threat of counterfeit and shoddy products to brand value, consumer rights and public safety; the progress of manufacturing technology is reflected in the maturity of high-precision lithography, nanoimprinting and self-assembly processes, which significantly improves the large-scale production capacity of optically variable materials. However, while the industry is developing at a high speed, it still faces multiple challenges: core technologies are

subject to patent barriers of leading companies, resulting in limited innovation of small and medium-sized enterprises; the iteration of counterfeit technology is accelerating (such as reverse modeling attacks based on deep learning), posing a threat to the existing optically variable material anti-counterfeiting system; in addition, the contradiction between high material costs and stricter environmental regulations also restricts the popularization of optically variable materials.

This report is a detailed and comprehensive analysis for global Optically Variable Materials market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Optically Variable Materials market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Optically Variable Materials market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Optically Variable Materials market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Optically Variable Materials market shares of main players, shipments in revenue (\$ Million), sales quantity (Kilotons), and ASP (US\$/Ton), 2021-2026

### **The Primary Objectives in This Report Are:**

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Optically Variable Materials
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Optically Variable Materials market based

on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include KURZ, Angstrom Technologies, VIAVI Solutions Inc., SICPA, ANY Security Printing Company, Sun Chemical, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## **Market Segmentation**

Optically Variable Materials market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Thin Film Interference Materials

Diffraction Grating Materials

Others

### Market segment by Application

Security Document Anti-counterfeiting

Currency Anti-counterfeiting

Others

### Major players covered

KURZ

Angstrom Technologies

VIAVI Solutions Inc.

SICPA

ANY Security Printing Company

Sun Chemical

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Optically Variable Materials product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Optically Variable Materials, with price, sales quantity, revenue, and global market share of Optically Variable Materials from 2021 to 2026.

Chapter 3, the Optically Variable Materials competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Optically Variable Materials breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales

quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Optically Variable Materials market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Optically Variable Materials.

Chapter 14 and 15, to describe Optically Variable Materials sales channel, distributors, customers, research findings and conclusion.

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