

# Global Passive Matrix LCD Display Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Passive Matrix LCD Display market size is expected to reach \$ 2606 million by 2032, rising at a market growth of 3.4% CAGR during the forecast period (2026-2032).

Passive Matrix LCD Display is a cost-efficient liquid crystal display that addresses pixels through row-and-column scanning rather than using a transistor at each pixel, making it well suited for simple graphics and segmented information in power- and cost-sensitive products. Its key advantages are low BOM cost, low power consumption for static content, mature supply availability, and robust performance over wide temperature ranges when properly designed. In 2025, production was approximately 400 million units and the average price was USD 5 per unit. The industry's capacity utilization rate in 2025 was about 55% and the average gross margin was around 26%. The industry chain of Passive Matrix LCD Display is centered on material stability and long-term reliability. Upstream mainly consists of display panels and liquid crystal materials, which directly affect display uniformity, response behavior, and service life, with representative suppliers including Samsung Display, LG Display, Merck, JNC, DIC, as well as BOE, TCL China Star Optoelectronics Technology, Visionox, and IRICO Group. The midstream focuses on the engineering realization of cells and modules, emphasizing row and column driving schemes, liquid crystal sealing processes, and yield and reliability control, which define suitability for low refresh rates and long-term static display delivery. Downstream applications are mainly concentrated in e-book readers and electronic shelf labels, where e-book readers prioritize eye comfort, low power consumption, and stable long-duration display, with representative customers such as Amazon, Rakuten Kobo, and Sony, while electronic shelf labels emphasize ultra-low energy usage, large-scale deployment consistency, and multi-year continuous operation, with key customers including SES-imagotag, Pricer, Hanshow, and Zkong. The market outlook for Passive Matrix LCD Display is increasingly defined by

application stability rather than technological upgrading. As consumer and commercial electronics move toward clearer functional segmentation, passive matrix LCDs remain widely adopted in scenarios where low power consumption, long display persistence, and cost control are prioritized over refresh rate and color performance. In current deployments, demand is supported by large-volume, long-lifecycle products such as e-book readers and electronic shelf labels, where design specifications change slowly and procurement decisions emphasize reliability and total ownership cost. Looking ahead, shipment growth is likely to remain moderate, but profitability will depend on disciplined cost management and program selection. Suppliers that focus on standardized designs, high-yield mature processes, and predictable delivery schedules are better positioned to secure repeat orders from platform-based customers. As downstream buyers increasingly favor stable supply and long-term availability over frequent model changes, the market is expected to reward manufacturers that align capacity utilization with steady-volume programs and avoid margin erosion caused by excessive customization or short-cycle projects.

This report studies the global Passive Matrix LCD Display production, demand, key manufacturers, and key regions.

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

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

Global Passive Matrix LCD Display total production and demand, 2021-2032, (K Units)

Global Passive Matrix LCD Display total production value, 2021-2032, (USD Million)

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

Global Passive Matrix LCD Display consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Passive Matrix LCD Display domestic production, consumption, key domestic manufacturers and share

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

Global Passive Matrix LCD Display production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Passive Matrix LCD Display production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Passive Matrix LCD 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, Sharp, 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 Passive Matrix LCD 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 Passive Matrix LCD Display Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Passive Matrix LCD Display Market, Segmentation by Type:

Color (White, Yellow, Blue, Black)

Full Color

Black White

### Global Passive Matrix LCD Display Market, Segmentation by Polarizer:

Reflective Polarizer

Transmissive Polarizer

Others

### Global Passive Matrix LCD Display Market, Segmentation by Display:

Segment LCD

Dot Matrix LCD

Others

### Global Passive Matrix LCD Display Market, Segmentation by Application:

eReaders

Electronic Shelf Tags

Others

### **Companies Profiled:**

AUO

Iris Optronics

Kent Displays

Varitronix

Fujitsu Frontech

New Vision Display

Sharp

**Key Questions Answered:**

1. How big is the global Passive Matrix LCD Display market?
2. What is the demand of the global Passive Matrix LCD Display market?
3. What is the year over year growth of the global Passive Matrix LCD Display market?
4. What is the production and production value of the global Passive Matrix LCD Display market?
5. Who are the key producers in the global Passive Matrix LCD Display market?
6. What are the growth factors driving the market demand?

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