

Global Passive Matrix LCD Display Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Passive Matrix LCD Display market size was valued at US\$ 2058 million in 2025 and is forecast to a readjusted size of US\$ 2606 million by 2032 with a CAGR of 3.4% during review period.

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 is a detailed and comprehensive analysis for global Passive Matrix LCD Display 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 Passive Matrix LCD Display market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Passive Matrix LCD Display market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Passive Matrix LCD Display market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average

selling prices (US\$/Unit), 2021-2032

Global Passive Matrix LCD Display market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 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 Passive Matrix LCD Display

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 Passive Matrix LCD Display 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 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.

Market Segmentation

Passive Matrix LCD Display 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

Color (White, Yellow, Blue, Black)

Full Color

Black White

Market segment by Polarizer

Reflective Polarizer

Transmissive Polarizer

Others

Market segment by Display

Segment LCD

Dot Matrix LCD

Others

Market segment by Application

eReaders

Electronic Shelf Tags

Others

Major players covered

AUO

Iris Optronics

Kent Displays

Varitronix

Fujitsu Frontech

New Vision Display

Sharp

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 Passive Matrix LCD Display product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Passive Matrix LCD Display, with price, sales quantity, revenue, and global market share of Passive Matrix LCD Display from 2021 to 2026.

Chapter 3, the Passive Matrix LCD Display competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Passive Matrix LCD Display 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 Passive Matrix LCD Display 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 Passive Matrix LCD Display.

Chapter 14 and 15, to describe Passive Matrix LCD Display sales channel, distributors, customers, research findings and conclusion.

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