

Global Polyimide Orientation Agent 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 Polyimide Orientation Agent market size was valued at US\$ 707 million in 2025 and is forecast to a readjusted size of US\$ 895 million by 2032 with a CAGR of 3.5% during review period.

Polyimide (PI) orientation agents are advanced chemical materials used primarily in the alignment layers of liquid crystal displays (LCDs). These agents help control the orientation of liquid crystal molecules by forming a uniform thin film on the inner surfaces of display panels. Depending on the method of alignment, PI orientation agents can be categorized into types suitable for friction (rubbing) alignment and photo-alignment techniques. Their thermal stability, chemical resistance, and excellent electrical insulation make them critical in ensuring precise molecular alignment, thereby improving display quality, response time, and viewing angles. PI orientation agents are indispensable in producing high-resolution and high-reliability display technologies.

Market Trends and Domestic Substitution Potential

As China advances toward self-sufficiency and innovation in high-end manufacturing, PI orientation agents have emerged as a strategically important material in the display panel industry. The growing demand for advanced displays in TFT LCDs, high-definition monitors, and other flat-panel technologies has opened significant opportunities for domestic substitution of imported materials. Local manufacturers are increasingly investing in the research and production of high-performance PI orientation agents to reduce reliance on foreign suppliers. This trend not only supports national industrial policy goals but also enables Chinese enterprises to strengthen their global market positions by offering competitive and technologically advanced solutions.

Technological Development and Application Expansion

The evolution of display technologies?driven by 5G, consumer electronics, smart devices, and electric vehicles?is accelerating the demand for more efficient and specialized PI orientation agents. Photo-alignment technologies such as IPS/FFS (Optical Alignment) and VA:PSA, which rely on UV exposure rather than mechanical rubbing, are gaining popularity for their ability to reduce surface defects and contamination. Meanwhile, traditional rubbing alignment methods remain in use due to their cost-effectiveness and proven reliability. These dual trends are fostering innovation in the PI orientation agent market, encouraging large-scale production and the diversification of applications. With continued advancements, PI orientation agents are expected to play an increasingly critical role in next-generation display technologies globally.

This report is a detailed and comprehensive analysis for global Polyimide Orientation Agent 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 Polyimide Orientation Agent market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Polyimide Orientation Agent market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Polyimide Orientation Agent market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Polyimide Orientation Agent market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), 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 Polyimide Orientation Agent
- 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 Polyimide Orientation Agent 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 Nissan Chemical, JSR Corporation, Daxing Materials, Shenzhen Dalton Electronic Materials, Bomi Technology, etc.

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

Market Segmentation

Polyimide Orientation Agent 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

IPS/FFS

IPS/FFS(OA)

PSA

Other

Market segment by Application

10.5 Generation

8.6 Generation

8.5 Generation

6 Generation

Other

Major players covered

Nissan Chemical

JSR Corporation

Daxing Materials

Shenzhen Dalton Electronic Materials

Bomi Technology

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 Polyimide Orientation Agent product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Polyimide Orientation Agent, with price, sales quantity, revenue, and global market share of Polyimide Orientation Agent from 2021 to 2026.

Chapter 3, the Polyimide Orientation Agent competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by

landscape contrast.

Chapter 4, the Polyimide Orientation Agent 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 Polyimide Orientation Agent 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 Polyimide Orientation Agent.

Chapter 14 and 15, to describe Polyimide Orientation Agent sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Polyimide Orientation Agent Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 IPS/FFS

1.3.3 IPS/FFS(OA)

1.3.4 PSA

1.3.5 Other

1.4 Market Analysis by Application

1.4.1 Overview: Global Polyimide Orientation Agent Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.4.2 10.5 Generation

1.4.3 8.6 Generation

1.4.4 8.5 Generation

1.4.5 6 Generation

1.4.6 Other

1.5 Global Polyimide Orientation Agent Market Size & Forecast

1.5.1 Global Polyimide Orientation Agent Consumption Value (2021 & 2025 & 2032)

1.5.2 Global Polyimide Orientation Agent Sales Quantity (2021-2032)

1.5.3 Global Polyimide Orientation Agent Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Nissan Chemical

2.1.1 Nissan Chemical Details

2.1.2 Nissan Chemical Major Business

2.1.3 Nissan Chemical Polyimide Orientation Agent Product and Services

2.1.4 Nissan Chemical Polyimide Orientation Agent Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Nissan Chemical Recent Developments/Updates

2.2 JSR Corporation

2.2.1 JSR Corporation Details

2.2.2 JSR Corporation Major Business

2.2.3 JSR Corporation Polyimide Orientation Agent Product and Services

- 2.2.4 JSR Corporation Polyimide Orientation Agent Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.2.5 JSR Corporation Recent Developments/Updates
- 2.3 Daxing Materials
 - 2.3.1 Daxing Materials Details
 - 2.3.2 Daxing Materials Major Business
 - 2.3.3 Daxing Materials Polyimide Orientation Agent Product and Services
 - 2.3.4 Daxing Materials Polyimide Orientation Agent Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.3.5 Daxing Materials Recent Developments/Updates
- 2.4 Shenzhen Dalton Electronic Materials
 - 2.4.1 Shenzhen Dalton Electronic Materials Details
 - 2.4.2 Shenzhen Dalton Electronic Materials Major Business
 - 2.4.3 Shenzhen Dalton Electronic Materials Polyimide Orientation Agent Product and Services
 - 2.4.4 Shenzhen Dalton Electronic Materials Polyimide Orientation Agent Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.4.5 Shenzhen Dalton Electronic Materials Recent Developments/Updates
- 2.5 Bomi Technology
 - 2.5.1 Bomi Technology Details
 - 2.5.2 Bomi Technology Major Business
 - 2.5.3 Bomi Technology Polyimide Orientation Agent Product and Services
 - 2.5.4 Bomi Technology Polyimide Orientation Agent Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
 - 2.5.5 Bomi Technology Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: POLYIMIDE ORIENTATION AGENT BY MANUFACTURER

- 3.1 Global Polyimide Orientation Agent Sales Quantity by Manufacturer (2021-2026)
- 3.2 Global Polyimide Orientation Agent Revenue by Manufacturer (2021-2026)
- 3.3 Global Polyimide Orientation Agent Average Price by Manufacturer (2021-2026)
- 3.4 Market Share Analysis (2025)
 - 3.4.1 Producer Shipments of Polyimide Orientation Agent by Manufacturer Revenue (\$MM) and Market Share (%): 2025
 - 3.4.2 Top 3 Polyimide Orientation Agent Manufacturer Market Share in 2025
 - 3.4.3 Top 6 Polyimide Orientation Agent Manufacturer Market Share in 2025
- 3.5 Polyimide Orientation Agent Market: Overall Company Footprint Analysis
 - 3.5.1 Polyimide Orientation Agent Market: Region Footprint

- 3.5.2 Polyimide Orientation Agent Market: Company Product Type Footprint
- 3.5.3 Polyimide Orientation Agent Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Polyimide Orientation Agent Market Size by Region
 - 4.1.1 Global Polyimide Orientation Agent Sales Quantity by Region (2021-2032)
 - 4.1.2 Global Polyimide Orientation Agent Consumption Value by Region (2021-2032)
 - 4.1.3 Global Polyimide Orientation Agent Average Price by Region (2021-2032)
- 4.2 North America Polyimide Orientation Agent Consumption Value (2021-2032)
- 4.3 Europe Polyimide Orientation Agent Consumption Value (2021-2032)
- 4.4 Asia-Pacific Polyimide Orientation Agent Consumption Value (2021-2032)
- 4.5 South America Polyimide Orientation Agent Consumption Value (2021-2032)
- 4.6 Middle East & Africa Polyimide Orientation Agent Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Polyimide Orientation Agent Sales Quantity by Type (2021-2032)
- 5.2 Global Polyimide Orientation Agent Consumption Value by Type (2021-2032)
- 5.3 Global Polyimide Orientation Agent Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Polyimide Orientation Agent Sales Quantity by Application (2021-2032)
- 6.2 Global Polyimide Orientation Agent Consumption Value by Application (2021-2032)
- 6.3 Global Polyimide Orientation Agent Average Price by Application (2021-2032)

7 NORTH AMERICA

- 7.1 North America Polyimide Orientation Agent Sales Quantity by Type (2021-2032)
- 7.2 North America Polyimide Orientation Agent Sales Quantity by Application (2021-2032)
- 7.3 North America Polyimide Orientation Agent Market Size by Country
 - 7.3.1 North America Polyimide Orientation Agent Sales Quantity by Country (2021-2032)
 - 7.3.2 North America Polyimide Orientation Agent Consumption Value by Country (2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

8.1 Europe Polyimide Orientation Agent Sales Quantity by Type (2021-2032)

8.2 Europe Polyimide Orientation Agent Sales Quantity by Application (2021-2032)

8.3 Europe Polyimide Orientation Agent Market Size by Country

8.3.1 Europe Polyimide Orientation Agent Sales Quantity by Country (2021-2032)

8.3.2 Europe Polyimide Orientation Agent Consumption Value by Country (2021-2032)

8.3.3 Germany Market Size and Forecast (2021-2032)

8.3.4 France Market Size and Forecast (2021-2032)

8.3.5 United Kingdom Market Size and Forecast (2021-2032)

8.3.6 Russia Market Size and Forecast (2021-2032)

8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

9.1 Asia-Pacific Polyimide Orientation Agent Sales Quantity by Type (2021-2032)

9.2 Asia-Pacific Polyimide Orientation Agent Sales Quantity by Application (2021-2032)

9.3 Asia-Pacific Polyimide Orientation Agent Market Size by Region

9.3.1 Asia-Pacific Polyimide Orientation Agent Sales Quantity by Region (2021-2032)

9.3.2 Asia-Pacific Polyimide Orientation Agent Consumption Value by Region
(2021-2032)

9.3.3 China Market Size and Forecast (2021-2032)

9.3.4 Japan Market Size and Forecast (2021-2032)

9.3.5 South Korea Market Size and Forecast (2021-2032)

9.3.6 India Market Size and Forecast (2021-2032)

9.3.7 Southeast Asia Market Size and Forecast (2021-2032)

9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

10.1 South America Polyimide Orientation Agent Sales Quantity by Type (2021-2032)

10.2 South America Polyimide Orientation Agent Sales Quantity by Application
(2021-2032)

10.3 South America Polyimide Orientation Agent Market Size by Country

10.3.1 South America Polyimide Orientation Agent Sales Quantity by Country

(2021-2032)

10.3.2 South America Polyimide Orientation Agent Consumption Value by Country

(2021-2032)

10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Polyimide Orientation Agent Sales Quantity by Type

(2021-2032)

11.2 Middle East & Africa Polyimide Orientation Agent Sales Quantity by Application

(2021-2032)

11.3 Middle East & Africa Polyimide Orientation Agent Market Size by Country

11.3.1 Middle East & Africa Polyimide Orientation Agent Sales Quantity by Country

(2021-2032)

11.3.2 Middle East & Africa Polyimide Orientation Agent Consumption Value by Country (2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

11.3.4 Egypt Market Size and Forecast (2021-2032)

11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)

11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

12.1 Polyimide Orientation Agent Market Drivers

12.2 Polyimide Orientation Agent Market Restraints

12.3 Polyimide Orientation Agent Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Polyimide Orientation Agent and Key Manufacturers

13.2 Manufacturing Costs Percentage of Polyimide Orientation Agent

13.3 Polyimide Orientation Agent Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Polyimide Orientation Agent Typical Distributors

14.3 Polyimide Orientation Agent Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Figures

LIST OF FIGURES

Table 1. Global Polyimide Orientation Agent Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Polyimide Orientation Agent Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 3. Nissan Chemical Basic Information, Manufacturing Base and Competitors

Table 4. Nissan Chemical Major Business

Table 5. Nissan Chemical Polyimide Orientation Agent Product and Services

Table 6. Nissan Chemical Polyimide Orientation Agent Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 7. Nissan Chemical Recent Developments/Updates

Table 8. JSR Corporation Basic Information, Manufacturing Base and Competitors

Table 9. JSR Corporation Major Business

Table 10. JSR Corporation Polyimide Orientation Agent Product and Services

Table 11. JSR Corporation Polyimide Orientation Agent Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 12. JSR Corporation Recent Developments/Updates

Table 13. Daxing Materials Basic Information, Manufacturing Base and Competitors

Table 14. Daxing Materials Major Business

Table 15. Daxing Materials Polyimide Orientation Agent Product and Services

Table 16. Daxing Materials Polyimide Orientation Agent Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 17. Daxing Materials Recent Developments/Updates

Table 18. Shenzhen Dalton Electronic Materials Basic Information, Manufacturing Base and Competitors

Table 19. Shenzhen Dalton Electronic Materials Major Business

Table 20. Shenzhen Dalton Electronic Materials Polyimide Orientation Agent Product and Services

Table 21. Shenzhen Dalton Electronic Materials Polyimide Orientation Agent Sales Quantity (Tons), Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 22. Shenzhen Dalton Electronic Materials Recent Developments/Updates

Table 23. Bomi Technology Basic Information, Manufacturing Base and Competitors

Table 24. Bomi Technology Major Business

Table 25. Bomi Technology Polyimide Orientation Agent Product and Services

Table 26. Bomi Technology Polyimide Orientation Agent Sales Quantity (Tons),

Average Price (US\$/Ton), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 27. Bomi Technology Recent Developments/Updates

Table 28. Global Polyimide Orientation Agent Sales Quantity by Manufacturer (2021-2026) & (Tons)

Table 29. Global Polyimide Orientation Agent Revenue by Manufacturer (2021-2026) & (USD Million)

Table 30. Global Polyimide Orientation Agent Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 31. Market Position of Manufacturers in Polyimide Orientation Agent, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 32. Head Office and Polyimide Orientation Agent Production Site of Key Manufacturer

Table 33. Polyimide Orientation Agent Market: Company Product Type Footprint

Table 34. Polyimide Orientation Agent Market: Company Product Application Footprint

Table 35. Polyimide Orientation Agent New Market Entrants and Barriers to Market Entry

Table 36. Polyimide Orientation Agent Mergers, Acquisition, Agreements, and Collaborations

Table 37. Global Polyimide Orientation Agent Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 38. Global Polyimide Orientation Agent Sales Quantity by Region (2021-2026) & (Tons)

Table 39. Global Polyimide Orientation Agent Sales Quantity by Region (2027-2032) & (Tons)

Table 40. Global Polyimide Orientation Agent Consumption Value by Region (2021-2026) & (USD Million)

Table 41. Global Polyimide Orientation Agent Consumption Value by Region (2027-2032) & (USD Million)

Table 42. Global Polyimide Orientation Agent Average Price by Region (2021-2026) & (US\$/Ton)

Table 43. Global Polyimide Orientation Agent Average Price by Region (2027-2032) & (US\$/Ton)

Table 44. Global Polyimide Orientation Agent Sales Quantity by Type (2021-2026) & (Tons)

Table 45. Global Polyimide Orientation Agent Sales Quantity by Type (2027-2032) & (Tons)

Table 46. Global Polyimide Orientation Agent Consumption Value by Type (2021-2026) & (USD Million)

Table 47. Global Polyimide Orientation Agent Consumption Value by Type (2027-2032) & (USD Million)

Table 48. Global Polyimide Orientation Agent Average Price by Type (2021-2026) & (US\$/Ton)

Table 49. Global Polyimide Orientation Agent Average Price by Type (2027-2032) & (US\$/Ton)

Table 50. Global Polyimide Orientation Agent Sales Quantity by Application (2021-2026) & (Tons)

Table 51. Global Polyimide Orientation Agent Sales Quantity by Application (2027-2032) & (Tons)

Table 52. Global Polyimide Orientation Agent Consumption Value by Application (2021-2026) & (USD Million)

Table 53. Global Polyimide Orientation Agent Consumption Value by Application (2027-2032) & (USD Million)

Table 54. Global Polyimide Orientation Agent Average Price by Application (2021-2026) & (US\$/Ton)

Table 55. Global Polyimide Orientation Agent Average Price by Application (2027-2032) & (US\$/Ton)

Table 56. North America Polyimide Orientation Agent Sales Quantity by Type (2021-2026) & (Tons)

Table 57. North America Polyimide Orientation Agent Sales Quantity by Type (2027-2032) & (Tons)

Table 58. North America Polyimide Orientation Agent Sales Quantity by Application (2021-2026) & (Tons)

Table 59. North America Polyimide Orientation Agent Sales Quantity by Application (2027-2032) & (Tons)

Table 60. North America Polyimide Orientation Agent Sales Quantity by Country (2021-2026) & (Tons)

Table 61. North America Polyimide Orientation Agent Sales Quantity by Country (2027-2032) & (Tons)

Table 62. North America Polyimide Orientation Agent Consumption Value by Country (2021-2026) & (USD Million)

Table 63. North America Polyimide Orientation Agent Consumption Value by Country (2027-2032) & (USD Million)

Table 64. Europe Polyimide Orientation Agent Sales Quantity by Type (2021-2026) & (Tons)

Table 65. Europe Polyimide Orientation Agent Sales Quantity by Type (2027-2032) & (Tons)

Table 66. Europe Polyimide Orientation Agent Sales Quantity by Application

(2021-2026) & (Tons)

Table 67. Europe Polyimide Orientation Agent Sales Quantity by Application

(2027-2032) & (Tons)

Table 68. Europe Polyimide Orientation Agent Sales Quantity by Country (2021-2026) & (Tons)

Table 69. Europe Polyimide Orientation Agent Sales Quantity by Country (2027-2032) & (Tons)

Table 70. Europe Polyimide Orientation Agent Consumption Value by Country (2021-2026) & (USD Million)

Table 71. Europe Polyimide Orientation Agent Consumption Value by Country (2027-2032) & (USD Million)

Table 72. Asia-Pacific Polyimide Orientation Agent Sales Quantity by Type (2021-2026) & (Tons)

Table 73. Asia-Pacific Polyimide Orientation Agent Sales Quantity by Type (2027-2032) & (Tons)

Table 74. Asia-Pacific Polyimide Orientation Agent Sales Quantity by Application (2021-2026) & (Tons)

Table 75. Asia-Pacific Polyimide Orientation Agent Sales Quantity by Application (2027-2032) & (Tons)

Table 76. Asia-Pacific Polyimide Orientation Agent Sales Quantity by Region (2021-2026) & (Tons)

Table 77. Asia-Pacific Polyimide Orientation Agent Sales Quantity by Region (2027-2032) & (Tons)

Table 78. Asia-Pacific Polyimide Orientation Agent Consumption Value by Region (2021-2026) & (USD Million)

Table 79. Asia-Pacific Polyimide Orientation Agent Consumption Value by Region (2027-2032) & (USD Million)

Table 80. South America Polyimide Orientation Agent Sales Quantity by Type (2021-2026) & (Tons)

Table 81. South America Polyimide Orientation Agent Sales Quantity by Type (2027-2032) & (Tons)

Table 82. South America Polyimide Orientation Agent Sales Quantity by Application (2021-2026) & (Tons)

Table 83. South America Polyimide Orientation Agent Sales Quantity by Application (2027-2032) & (Tons)

Table 84. South America Polyimide Orientation Agent Sales Quantity by Country (2021-2026) & (Tons)

Table 85. South America Polyimide Orientation Agent Sales Quantity by Country (2027-2032) & (Tons)

Table 86. South America Polyimide Orientation Agent Consumption Value by Country (2021-2026) & (USD Million)

Table 87. South America Polyimide Orientation Agent Consumption Value by Country (2027-2032) & (USD Million)

Table 88. Middle East & Africa Polyimide Orientation Agent Sales Quantity by Type (2021-2026) & (Tons)

Table 89. Middle East & Africa Polyimide Orientation Agent Sales Quantity by Type (2027-2032) & (Tons)

Table 90. Middle East & Africa Polyimide Orientation Agent Sales Quantity by Application (2021-2026) & (Tons)

Table 91. Middle East & Africa Polyimide Orientation Agent Sales Quantity by Application (2027-2032) & (Tons)

Table 92. Middle East & Africa Polyimide Orientation Agent Sales Quantity by Country (2021-2026) & (Tons)

Table 93. Middle East & Africa Polyimide Orientation Agent Sales Quantity by Country (2027-2032) & (Tons)

Table 94. Middle East & Africa Polyimide Orientation Agent Consumption Value by Country (2021-2026) & (USD Million)

Table 95. Middle East & Africa Polyimide Orientation Agent Consumption Value by Country (2027-2032) & (USD Million)

Table 96. Polyimide Orientation Agent Raw Material

Table 97. Key Manufacturers of Polyimide Orientation Agent Raw Materials

Table 98. Polyimide Orientation Agent Typical Distributors

Table 99. Polyimide Orientation Agent Typical Customers

LIST OF FIGURES

Figure 1. Polyimide Orientation Agent Picture

Figure 2. Global Polyimide Orientation Agent Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Polyimide Orientation Agent Revenue Market Share by Type in 2025

Figure 4. IPS/FFS Examples

Figure 5. IPS/FFS(OA) Examples

Figure 6. PSA Examples

Figure 7. Other Examples

Figure 8. Global Polyimide Orientation Agent Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 9. Global Polyimide Orientation Agent Revenue Market Share by Application in 2025

Figure 10. 10.5 Generation Examples

Figure 11. 8.6 Generation Examples

Figure 12. 8.5 Generation Examples

Figure 13. 6 Generation Examples

Figure 14. Other Examples

Figure 15. Global Polyimide Orientation Agent Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 16. Global Polyimide Orientation Agent Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 17. Global Polyimide Orientation Agent Sales Quantity (2021-2032) & (Tons)

Figure 18. Global Polyimide Orientation Agent Price (2021-2032) & (US\$/Ton)

Figure 19. Global Polyimide Orientation Agent Sales Quantity Market Share by Manufacturer in 2025

Figure 20. Global Polyimide Orientation Agent Revenue Market Share by Manufacturer in 2025

Figure 21. Producer Shipments of Polyimide Orientation Agent by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 22. Top 3 Polyimide Orientation Agent Manufacturer (Revenue) Market Share in 2025

Figure 23. Top 6 Polyimide Orientation Agent Manufacturer (Revenue) Market Share in 2025

Figure 24. Global Polyimide Orientation Agent Sales Quantity Market Share by Region (2021-2032)

Figure 25. Global Polyimide Orientation Agent Consumption Value Market Share by Region (2021-2032)

Figure 26. North America Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 27. Europe Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 28. Asia-Pacific Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 29. South America Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 30. Middle East & Africa Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 31. Global Polyimide Orientation Agent Sales Quantity Market Share by Type (2021-2032)

Figure 32. Global Polyimide Orientation Agent Consumption Value Market Share by Type (2021-2032)

Figure 33. Global Polyimide Orientation Agent Average Price by Type (2021-2032) & (US\$/Ton)

Figure 34. Global Polyimide Orientation Agent Sales Quantity Market Share by Application (2021-2032)

Figure 35. Global Polyimide Orientation Agent Revenue Market Share by Application (2021-2032)

Figure 36. Global Polyimide Orientation Agent Average Price by Application (2021-2032) & (US\$/Ton)

Figure 37. North America Polyimide Orientation Agent Sales Quantity Market Share by Type (2021-2032)

Figure 38. North America Polyimide Orientation Agent Sales Quantity Market Share by Application (2021-2032)

Figure 39. North America Polyimide Orientation Agent Sales Quantity Market Share by Country (2021-2032)

Figure 40. North America Polyimide Orientation Agent Consumption Value Market Share by Country (2021-2032)

Figure 41. United States Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 42. Canada Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 43. Mexico Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 44. Europe Polyimide Orientation Agent Sales Quantity Market Share by Type (2021-2032)

Figure 45. Europe Polyimide Orientation Agent Sales Quantity Market Share by Application (2021-2032)

Figure 46. Europe Polyimide Orientation Agent Sales Quantity Market Share by Country (2021-2032)

Figure 47. Europe Polyimide Orientation Agent Consumption Value Market Share by Country (2021-2032)

Figure 48. Germany Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 49. France Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 50. United Kingdom Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 51. Russia Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 52. Italy Polyimide Orientation Agent Consumption Value (2021-2032) & (USD

Million)

Figure 53. Asia-Pacific Polyimide Orientation Agent Sales Quantity Market Share by Type (2021-2032)

Figure 54. Asia-Pacific Polyimide Orientation Agent Sales Quantity Market Share by Application (2021-2032)

Figure 55. Asia-Pacific Polyimide Orientation Agent Sales Quantity Market Share by Region (2021-2032)

Figure 56. Asia-Pacific Polyimide Orientation Agent Consumption Value Market Share by Region (2021-2032)

Figure 57. China Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 58. Japan Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 59. South Korea Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 60. India Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 61. Southeast Asia Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 62. Australia Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 63. South America Polyimide Orientation Agent Sales Quantity Market Share by Type (2021-2032)

Figure 64. South America Polyimide Orientation Agent Sales Quantity Market Share by Application (2021-2032)

Figure 65. South America Polyimide Orientation Agent Sales Quantity Market Share by Country (2021-2032)

Figure 66. South America Polyimide Orientation Agent Consumption Value Market Share by Country (2021-2032)

Figure 67. Brazil Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 68. Argentina Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 69. Middle East & Africa Polyimide Orientation Agent Sales Quantity Market Share by Type (2021-2032)

Figure 70. Middle East & Africa Polyimide Orientation Agent Sales Quantity Market Share by Application (2021-2032)

Figure 71. Middle East & Africa Polyimide Orientation Agent Sales Quantity Market Share by Country (2021-2032)

Figure 72. Middle East & Africa Polyimide Orientation Agent Consumption Value Market Share by Country (2021-2032)

Figure 73. Turkey Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 74. Egypt Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 75. Saudi Arabia Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 76. South Africa Polyimide Orientation Agent Consumption Value (2021-2032) & (USD Million)

Figure 77. Polyimide Orientation Agent Market Drivers

Figure 78. Polyimide Orientation Agent Market Restraints

Figure 79. Polyimide Orientation Agent Market Trends

Figure 80. Porters Five Forces Analysis

Figure 81. Manufacturing Cost Structure Analysis of Polyimide Orientation Agent in 2025

Figure 82. Manufacturing Process Analysis of Polyimide Orientation Agent

Figure 83. Polyimide Orientation Agent Industrial Chain

Figure 84. Sales Channel: Direct to End-User vs Distributors

Figure 85. Direct Channel Pros & Cons

Figure 86. Indirect Channel Pros & Cons

Figure 87. Methodology

Figure 88. Research Process and Data Source

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