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Global PVA Optical Film for 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 PVA Optical Film for LCD Display market size was valued at US$ 1127 million in 2025 and is forecast to a readjusted size of US$ 1492 million by 2032 with a CAGR of 4.1% during review period.

PVA optical film for LCD displays refers to a polyvinyl alcohol based optical functional film used in LCD polarizers. It is generally produced through film casting, stretching orientation, dyeing, and laminating processes, and serves as one of the core functional layers that enable polarization selection, optical modulation, and image display in liquid crystal displays. With strong optical performance, high light transmittance, and good process compatibility, it is widely used in LCD applications such as televisions, monitors, notebook computers, tablets, and automotive displays. In 2025, the global output of PVA optical film for LCD displays reached 380 million square meters, with an average selling price of USD 2.88 per square meter.

PVA optical film is the core membrane material of polarizers, which are key materials in liquid crystal displays. Polarizers are composed of multiple film layers, and raw materials account for 80% of total production cost. The main raw materials include TAC film, optical-grade PVA film, pressure-sensitive adhesive, protective film, and release film. Among them, TAC film accounts for around 50% of cost, optical-grade PVA film accounts for 12%, adhesive accounts for 5% to 10%, protective film and release film account for 15%, chemical materials account for 5%, and other costs account for 10%. Due to the high technical barriers of PVA optical film, the global market has long been dominated by Japanese companies. Kuraray accounts for more than 64% of global capacity and Mitsubishi Chemical Corporation accounts for 28%, with the two companies together holding the vast majority of the global market. At the same time,

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Kuraray also holds a leading position in the PVA raw material segment used for film production. In China, only Wanwei High-Tech, Chang Chun Group in Taiwan, China, and Sinopec Chongqing SVW Chemical Co., Ltd. currently have some supply capability, mainly providing small volumes of narrow-width film for the mid- to low-end market, with a combined market share of less than 9%. Overall, the number of companies worldwide capable of stable supply remains very limited.

As global liquid crystal display capacity continues to shift to China, competition in the domestic polarizer market has become increasingly intense. Downstream manufacturers are placing stricter requirements on cost control, and demand for localization of upstream raw materials is becoming more urgent. In this context, the importance of localized supply capability for PVA optical film, as a key raw material, continues to rise. Based on interviews and industry information, consumption of PVA optical film for polarizers in China reached about 200 million square meters in 2025. Given that Kuraray and Mitsubishi Chemical Corporation together held more than 93% of the China market, and based on interview-based estimates covering five companies, the average market price in China in 2025 was about RMB 21 per square meter, corresponding to a China market size of about RMB 4.2 billion.

This report is a detailed and comprehensive analysis for global PVA Optical Film for 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 PVA Optical Film for LCD Display market size and forecasts, in consumption value ($ Million), sales quantity (K Sqm), and average selling prices (US$/Sq m), 2021-2032

Global PVA Optical Film for LCD Display market size and forecasts by region and country, in consumption value ($ Million), sales quantity (K Sqm), and average selling prices (US$/Sq m), 2021-2032

Global PVA Optical Film for LCD Display market size and forecasts, by Type and by Application, in consumption value ($ Million), sales quantity (K Sqm), and average

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selling prices (US$/Sq m), 2021-2032

Global PVA Optical Film for LCD Display market shares of main players, shipments in revenue ($ Million), sales quantity (K Sqm), and ASP (US$/Sq m), 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 PVA Optical Film for 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 PVA Optical Film for 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 Kuraray, Mitsubishi Chemical Corporation, Chang Chun Group, Anhui Wanwei Updated High—Tech Material Industry Co.,Ltd, Sinopec Chongqing SVW Chemical Co., Ltd., etc.

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

Market Segmentation

PVA Optical Film for 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

Below 1.5 Meter

1.5-3 Meter

3-4 Meter

4-5 Meter

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Above 5 Meter

Market segment by Film Thickness

45 ?m

60 ?m

75 ?m

Others

Market segment by Sales Channel

Direct Sales

Distribution

Market segment by Application

Mobile Phones

Computers

LCD TV Screens

In-vehicle Display Screens

Industrial Displays

Medical Displays

Others

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Major players covered

Kuraray

Mitsubishi Chemical Corporation

Chang Chun Group

Anhui Wanwei Updated High—Tech Material Industry Co.,Ltd

Sinopec Chongqing SVW Chemical Co., Ltd.

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 PVA Optical Film for LCD Display product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the PVA Optical Film for 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.

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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 PVA Optical Film for 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 PVA Optical Film for LCD Display.

Chapter 14 and 15, to describe PVA Optical Film for LCD Display sales channel, distributors, customers, research findings and conclusion.

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