

# Global Optically Variable Devices (OVDs) Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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## Abstracts

According to our latest research, the global Optically Variable Devices (OVDs) market size will reach USD million in 2031, growing at a CAGR of %over the analysis period.

An optical variable device or optically variable device (OVD) is an iridescent or non-iridescent security feature that exhibits different information, such as movement or colour changes, depending on the viewing and/or lighting conditions. The particular changes of appearance when rotating and tilting are reversible, predictable and reproducible. OVDs cannot be photocopied or scanned, nor can they be accurately replicated or reproduced. OVDs are often used as security devices and anti-counterfeiting measures on banknotes, government-issued identification documents, or credit cards. OVDs can be created through a combination of printing and embossing.

OVDs are based on diffractive optical structures. This gives cards the appearance of having different patterns, colours, and designs depending on the amount of light striking the OVD and the angle the OVD is viewed at. Holograms are a type of OVD.

This report is a detailed and comprehensive analysis for global Optically Variable Devices (OVDs) market. Both quantitative and qualitative analyses are presented by company, 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 Devices (OVDs) market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Optically Variable Devices (OVDs) market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Optically Variable Devices (OVDs) market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Optically Variable Devices (OVDs) market shares of main players, in revenue (\$ Million), 2020-2025

### **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 Devices (OVDs)

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 Devices (OVDs) market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include De La Rue, OVD Kinegram, AlpVision, Dai Nippon Printing, HID Global, NHK SPRING, NovaVision, 3D AG, advast Swiss, NanoMatriX, etc.

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

### **Market segmentation**

Optically Variable Devices (OVDs) market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

### **Market segment by Type**

Hot Stamping Foils

Hologram Labels

Others

### **Market segment by Application**

Banknotes

Identification Cards and Passports

Product Packaging

Others

### **Market segment by players, this report covers**

De La Rue

OVD Kinegram

AlpVision

Dai Nippon Printing

HID Global

NHK SPRING

NovaVision

3D AG

advast Swiss

NanoMatriX

Acviss

Lasersec Technologies

AFC TCHNOLOGY

### **Market segment by regions, regional analysis covers**

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

### **The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Optically Variable Devices (OVDs) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Optically Variable Devices (OVDs), with revenue, gross margin, and global market share of Optically Variable Devices (OVDs) from 2020 to 2025.

Chapter 3, the Optically Variable Devices (OVDs) competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025. and Optically Variable Devices (OVDs) market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Optically Variable Devices (OVDs).

Chapter 13, to describe Optically Variable Devices (OVDs) research findings and conclusion.

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