

# Global Display Material Market Report 2018-2029

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## Abstracts

The Display Material industry refers to the production and supply of materials used for high-quality displays, which are essential components of several electronic devices such as smartphones, television, tablets, laptops, and automotive displays. Display materials ensure that these devices have clear, bright, and vivid images, making it easier for consumers to view content on these devices. The global Display Material market size in 2022 is expected to be US\$33292 million, with a compound annual growth rate of 3%.

The industry status for Display Material is favorable, with the increasing demand for advanced consumer electronics driving the growth of the market. Manufacturers in the industry are developing new display materials that cater to the specific requirements of end-use industries, offering innovative solutions that enhance user experience and satisfaction. This trend is expected to continue, and the industry is likely to see new products and advancements in display technology.

The major global manufacturers of Display Material include Corning, Nitto Denko, Sumitomo Chemical, Merck, LG Chem, Samsung Sdi, Universal Display Corporation, Asahi Glass, Idemitsu Kosan, Dowdupont, Toray Industries, DIC Corporation, Hodogaya Chemical, JSR Corporation, and Nissan Chemical. These companies offer diverse products designed for various applications, including smartphone and tablet displays, television displays, automotive displays, and signage and large format displays, among others.

The use of Display Material is widespread, with major applications in the smartphone and tablet industry, accounting for the largest share of the market. Other significant industries that require Display Material include laptop and desktop displays, signage and large format displays, as well as the automotive industry.

Despite the positive outlook, the Display Material industry faces challenges such as fluctuation in raw material prices, supply chain disruptions, and changes in technology that could render current products obsolete. Additionally, the adoption of alternative technologies such as OLED and Micro-LED displays could impact the demand for traditional Display Material products.

Looking forward, the prospects for the Display Material industry are promising. The industry is expected to continue growing, driven by the increasing demand for advanced consumer electronics with high-quality displays. Manufacturers in the industry are also developing new display materials that cater to specific end-use industries, providing opportunities for growth and innovation. In the coming years, the industry is likely to see advancements in display technology, including the development of flexible, foldable, and transparent displays.

In conclusion, the Display Material industry plays a vital role in providing high-quality display solutions for various electronic devices worldwide. The global market size for Display Material is expected to grow in the coming years, driven by the increasing demand for advanced consumer electronics with high-quality displays. Despite facing challenges such as raw material price fluctuations and emerging technologies, the industry presents opportunities for innovation and technological advancements. A comprehensive market analysis can assist in developing strategies that capitalize on the industry's strengths while mitigating potential weaknesses and threats.

The SWOT analysis of the Display Material industry is as follows:

#### Strengths:

The Display Material Industry offers essential components that are critical for the high-quality and reliable display performance of electronic devices, catering to the needs and preferences of users.

The industry is seeing continued growth, with strong market demand from various applications such as smartphones, televisions, signage, automotive displays, and others.

Major industry players are continually investing in research & development to develop innovative materials and technologies that can improve display quality, extend product life, and enhance functionality.

Display Materials are essential in shaping and influencing consumer buying decisions and brand loyalty through their impact on the visual appeal of products.

#### Weaknesses:

Display Materials face competition from emerging display technologies such as OLED and Micro-LED displays which may reduce demand for traditional display materials. The industry is heavily influenced by technological advancements and fast-moving trends, requiring manufacturers to remain innovative, adaptable and flexible to changes in the market.

The industry's dependence on raw material imports, supply chain disruptions, and price fluctuations are significant challenges that pose threats to production capacity, cost-effectiveness and profitability.

The industry requires substantial investment in expensive equipment and specialized manufacturing technology, which may challenge new entrants from joining the market.

#### Opportunities:

The Display Material Industry offers significant opportunities for innovation in the development of new materials, applications, and functionalities. Emerging flexible, foldable, and transparent display technologies present new possibilities for product differentiation and user experience enhancement.

The growth in global demand for advanced consumer electronics presents increased demand for high-quality display solutions, driving expansion opportunities for the industry.

The adoption of electric and autonomous vehicles is increasing worldwide, providing significant opportunities for the automotive display market, which in turn presents opportunities for the Display Material Industry.

The focus on sustainability and environmental concerns is increasing in the industry, promoting interest in eco-friendly and energy-efficient display technologies. This presents opportunities to develop and market environmentally friendly display materials and products.

#### Threats:

The Display Material Industry faces intense competition with new entrants and existing players seeking ways to differentiate themselves by offering innovative solutions, putting pressure on pricing and profitability.

The industry's dependence on imports of raw materials from specific regions also affects the supply chain and production capacity, posing threats to quality, delivery times, and cost-effectiveness.

Consumer trends and preferences are continually changing and evolving, making it challenging to predict future demand, requiring manufacturers to remain agile and adaptable to the latest trends and technological advancements.

The global economic environment and government regulations on trade and environmental standards can impact the industry's profitability, forcing manufacturers to

adjust their strategies swiftly to maintain profit margins.

Key players in global Display Material market include:

Corning  
Nitto Denko  
Sumitomo Chemical  
Merck  
LG Chem  
Samsung Sdi  
Universal Display Corporation  
Asahi Glass  
Idemitsu Kosan  
Dowdupont  
Toray Industries  
DIC Corporation  
Hodogaya Chemical  
JSR Corporation  
Nissan Chemical

Market segmentation, by product types:

Polarizer  
Substrate  
Color Filter Layer  
Liquid Crystals  
Backlighting Unit (BLU)  
Other LCD Materials

Market segmentation, by applications:

Television  
Smartphone & Tablet  
Laptop  
Desktop  
Signage/Large Format Display  
Automotive  
Others

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