

Global E-paper Display (EPD) Market Research Report 2022 Professional Edition

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Abstracts

The global E-paper Display (EPD) market was valued at 700.35 Million USD in 2021 and will grow with a CAGR of 10.02% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

E-paper display also known as electronic paper or electronic ink display. They are display devices that mimic the appearance of ordinary ink on paper. Unlike conventional backlit flat panel displays that emit light, electronic paper displays reflect light like paper. This may make them more comfortable to read, and provide a wider viewing angle than most light-emitting displays. An ideal e-paper display can be read in direct sunlight without the image appearing to fade. The growth of the E-paper Display market is driven by the increasing E-Reader, and also driven by other factors, such as an increasing adoption of ESL in the retail industry. However, factors such as high investment and installation cost are hindering the growth of this market. The main players in this Market are E Ink, OED, Qualcomm, Liquavistar, Plastic Logic, Pervasive, Displays, LG Display, Gamma Dynamics and ITRI. The largest share of the manufacturer is E-Ink, which dominates the market. E-paper technology offers the benefits of low power consumption and sunlight readability which results in an improved performance. E-paper display technology has the potential to compete with the established and mature display technologies especially LCD. There is an increase in the adoption of e-paper display by the designers of consumer electronic devices due to the performance benefits it offers.

Many new e-paper technologies are lined up for commercialization and will certainly help in increasing the adoption rate of the e-paper display. E-paper display are mostly used in the E-Reader and ESL industry. At present, in developed countries, the Electronic Shelf Label (ESL) industry is generally at a more advanced level. Meanwhile, foreign companies have more advanced R & D capability and leading technical level. However, foreign companies` manufacturing cost is relatively higher, compared with Asia companies. China`s Electronic Shelf Label (ESL) industry is still an undeveloped market. China is a large population country, there are only few manufacturers which can produce the Electronic Shelf Label (ESL) product. With the popularity of NFC smartphone, more and more supermarket and retail stores choose the ESL, which is cost effective and more convenient. Significant and lasting barriers make entry into this market difficult. These barriers include, but are not to: (i) product development costs; (ii) capital requirements; (iii) intellectual property rights; (iv) regulatory requirement; and (v) Transitions` unfair methods of competition. In the coming years, Electronic Shelf Label (ESL) market is expected to witness the highest growth rate in the Asia-Pacific region, especially in China. China has about 100 thousand chain supermarket and the penetration rate of ESL is only 1~2%. Although Electronic Shelf Label (ESL) brings a lot of opportunities, the study recommends the new entrants just having money but without technical advantage and upstream and downstream support do not to enter into this field.

By Market Verdors:

E Ink

OED

Qualcomm

Liquavistar

Plastic Logic

Pervisive Displays

LG Display

Gamma Dynamics

ITRI

By Types:

Glass-based electronic paper

Flexible electronic paper

By Applications:

E-Reader

Electronic Shelf Label

Key Indicators Analysed

Market Players & Competitor Analysis: The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

Global and Regional Market Analysis: The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

Market Trends: Market key trends which include Increased Competition and Continuous Innovations.

Opportunities and Drivers: Identifying the Growing Demands and New Technology

Porters Five Force Analysis: The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

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