

E-Paper Display Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global e-paper display market size reached US\$ 2.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 5.6 Billion by 2028, exhibiting a growth rate (CAGR) of 15.2% during 2023-2028.

An e-paper display, also known as an electronic ink display or electronic paper display (EPD), is a technology designed to imitate the appearance of ordinary ink on paper. It has a prolonged battery life, a wider viewing angle, and high reflectivity and contrast. As a result, e-paper display is employed in the packaging, retail, healthcare, and media and entertainment industries worldwide. With the rising availability of electronic content freely or reasonably, e-reading is gaining traction across the globe.

E-Paper Display Market Trends:

The growing sales of electronics represent one of the key factors creating a positive outlook for the market. Moreover, e-paper displays provide better readability than conventional displays on account of their stable images that do not need to be refreshed. Apart from this, computer monitors have limitations like backlighting, which is harsh for the eyes. However, e-paper displays have anti-glare display surfaces that help reduce the eyestrain. Additionally, they are inexpensive, flexible, lightweight, durable, and reliable. E-paper displays also offer several advantages over printed papers. For instance, they enable users to choose the preferred level of magnification and search to find information quickly. These product benefits are stimulating the growth of the market. Besides this, the increasing participation of key players, coupled with the growth in the retail automation industry, is offering remunerative market opportunities. Furthermore, e-paper displays are used in e-newspapers, wristwatches, general signage, timetables at bus stations, electronic shelf label (ESL) segments, electronic

billboards, digital menu boards, traffic signs, and logistics monitoring devices. This, along with their increasing utilization in supply chain management to track and monitor goods in real-time, is projected to fuel the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global E-paper display market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product and application.

Breakup by Product:

- Auxiliary Displays
- Electronic Shelf Labels
- E-Readers
- Others

Breakup by Application:

- Consumer Electronics
- Healthcare
- Institutional
- Media & Entertainment
- Transportation
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
- Australia
- Indonesia
- Others

Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adafruit Industries LLC, CLEARink Displays Inc., E Ink Holdings Inc., Hanvon Technology Co. Ltd., LANCOM Systems GmbH (Rohde & Schwarz GmbH & Co KG), Microtips Technology, Pervasive Displays Inc. (SES-imagotag), Plastic Logic (FlexEnable Limited), Toppan Inc. and Visionect.

Key Questions Answered in This Report

1. What was the size of the global e-paper display market in 2022?
2. What is the expected growth rate of the global e-paper display market during 2023-2028?
3. What has been the impact of COVID-19 on the global e-paper display market?
4. What are the key factors driving the global e-paper display market?
5. What is the breakup of the global e-paper display market based on the product?
6. What is the breakup of the global e-paper display market based on the application?
7. What are the key regions in the global e-paper display market?
8. Who are the key players/companies in the global e-paper display market?

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