

Global Optically Variable Devices (Holograms) Market Growth (Status and Outlook) 2024-2030

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Abstracts

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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.

The global Optically Variable Devices (Holograms) market size is projected to grow from US\$ million in 2024 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

LPI (LP Information)' newest research report, the "Optically Variable Devices (Holograms) Industry Forecast" looks at past sales and reviews total world Optically Variable Devices (Holograms) sales in 2022, providing a comprehensive analysis by region and market sector of projected Optically Variable Devices (Holograms) sales for 2023 through 2029. With Optically Variable Devices (Holograms) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Optically Variable Devices (Holograms) industry.

This Insight Report provides a comprehensive analysis of the global Optically Variable Devices (Holograms) landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Optically Variable Devices (Holograms) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Optically Variable Devices (Holograms) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Optically Variable Devices (Holograms) and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Optically Variable Devices (Holograms).

United States market for Optically Variable Devices (Holograms) is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Optically Variable Devices (Holograms) is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Optically Variable Devices (Holograms) is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Optically Variable Devices (Holograms) players cover De La Rue, OVD Kinegram, AlpVision, Dai Nippon Printing, HID Global, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

This report presents a comprehensive overview, market shares, and growth opportunities of Optically Variable Devices (Holograms) market by product type, application, key players and key regions and countries.

Segmentation by Type:

Hot Stamping Foils

Hologram Labels

Others

Segmentation by Application:

Banknotes

Identification Cards and Passports

Product Packaging

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

De La Rue

OVD Kinegram

AlpVision

Dai Nippon Printing

HID Global

NHK SPRING

NovaVision

3D AG

advast Swiss

NanoMatriX

Acviss

Lasersec Technologies

AFC TECHNOLOGY

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