

Global Optically Variable Devices (OVDs) Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Optically Variable Devices (OVDs) market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

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.

United States market for Optically Variable Devices (OVDs) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Optically Variable Devices (OVDs) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Optically Variable Devices (OVDs) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Optically Variable Devices (OVDs) 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 2025.

LPI (LP Information)' newest research report, the 'Optically Variable Devices (OVDs) Industry Forecast' looks at past sales and reviews total world Optically Variable Devices (OVDs) sales in 2025, providing a comprehensive analysis by region and market sector of projected Optically Variable Devices (OVDs) sales for 2026 through 2032. With Optically Variable Devices (OVDs) 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 (OVDs) industry.

This Insight Report provides a comprehensive analysis of the global Optically Variable Devices (OVDs) 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 (OVDs) 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 (OVDs) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Optically Variable Devices (OVDs) 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 (OVDs).

This report presents a comprehensive overview, market shares, and growth opportunities of Optically Variable Devices (OVDs) 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

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 TCHNOLOGY

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Optically Variable Devices (OVDs) Market Size (2021-2032)
 - 2.1.2 Optically Variable Devices (OVDs) Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Optically Variable Devices (OVDs) by Country/Region (2021, 2025 & 2032)
- 2.2 Optically Variable Devices (OVDs) Segment by Type
 - 2.2.1 Hot Stamping Foils
 - 2.2.2 Hologram Labels
 - 2.2.3 Others
 - 2.2.4 Optically Variable Devices (OVDs) Market Size by Type
 - 2.2.4.1 Optically Variable Devices (OVDs) Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.4.2 Global Optically Variable Devices (OVDs) Market Size Market Share by Type (2021-2026)
- 2.3 Optically Variable Devices (OVDs) Segment by Application
 - 2.3.1 Banknotes
 - 2.3.2 Identification Cards and Passports
 - 2.3.3 Product Packaging
 - 2.3.4 Others
 - 2.3.5 Optically Variable Devices (OVDs) Market Size by Application
 - 2.3.5.1 Optically Variable Devices (OVDs) Market Size CAGR by Application (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global Optically Variable Devices (OVDs) Market Size Market Share by

Application (2021-2026)

3 OPTICALLY VARIABLE DEVICES (OVDs) MARKET SIZE BY PLAYER

3.1 Optically Variable Devices (OVDs) Market Size Market Share by Player

3.1.1 Global Optically Variable Devices (OVDs) Revenue by Player (2021-2026)

3.1.2 Global Optically Variable Devices (OVDs) Revenue Market Share by Player (2021-2026)

3.2 Global Optically Variable Devices (OVDs) Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 OPTICALLY VARIABLE DEVICES (OVDs) BY REGION

4.1 Optically Variable Devices (OVDs) Market Size by Region (2021-2026)

4.2 Global Optically Variable Devices (OVDs) Annual Revenue by Country/Region (2021-2026)

4.3 Americas Optically Variable Devices (OVDs) Market Size Growth (2021-2026)

4.4 APAC Optically Variable Devices (OVDs) Market Size Growth (2021-2026)

4.5 Europe Optically Variable Devices (OVDs) Market Size Growth (2021-2026)

4.6 Middle East & Africa Optically Variable Devices (OVDs) Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Optically Variable Devices (OVDs) Market Size by Country (2021-2026)

5.2 Americas Optically Variable Devices (OVDs) Market Size by Type (2021-2026)

5.3 Americas Optically Variable Devices (OVDs) Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

- 6.1 APAC Optically Variable Devices (OVDs) Market Size by Region (2021-2026)
- 6.2 APAC Optically Variable Devices (OVDs) Market Size by Type (2021-2026)
- 6.3 APAC Optically Variable Devices (OVDs) Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Optically Variable Devices (OVDs) Market Size by Country (2021-2026)
- 7.2 Europe Optically Variable Devices (OVDs) Market Size by Type (2021-2026)
- 7.3 Europe Optically Variable Devices (OVDs) Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Optically Variable Devices (OVDs) by Region (2021-2026)
- 8.2 Middle East & Africa Optically Variable Devices (OVDs) Market Size by Type (2021-2026)
- 8.3 Middle East & Africa Optically Variable Devices (OVDs) Market Size by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL OPTICALLY VARIABLE DEVICES (OVDs) MARKET FORECAST

10.1 Global Optically Variable Devices (OVDs) Forecast by Region (2027-2032)

10.1.1 Global Optically Variable Devices (OVDs) Forecast by Region (2027-2032)

10.1.2 Americas Optically Variable Devices (OVDs) Forecast

10.1.3 APAC Optically Variable Devices (OVDs) Forecast

10.1.4 Europe Optically Variable Devices (OVDs) Forecast

10.1.5 Middle East & Africa Optically Variable Devices (OVDs) Forecast

10.2 Americas Optically Variable Devices (OVDs) Forecast by Country (2027-2032)

10.2.1 United States Market Optically Variable Devices (OVDs) Forecast

10.2.2 Canada Market Optically Variable Devices (OVDs) Forecast

10.2.3 Mexico Market Optically Variable Devices (OVDs) Forecast

10.2.4 Brazil Market Optically Variable Devices (OVDs) Forecast

10.3 APAC Optically Variable Devices (OVDs) Forecast by Region (2027-2032)

10.3.1 China Optically Variable Devices (OVDs) Market Forecast

10.3.2 Japan Market Optically Variable Devices (OVDs) Forecast

10.3.3 Korea Market Optically Variable Devices (OVDs) Forecast

10.3.4 Southeast Asia Market Optically Variable Devices (OVDs) Forecast

10.3.5 India Market Optically Variable Devices (OVDs) Forecast

10.3.6 Australia Market Optically Variable Devices (OVDs) Forecast

10.4 Europe Optically Variable Devices (OVDs) Forecast by Country (2027-2032)

10.4.1 Germany Market Optically Variable Devices (OVDs) Forecast

10.4.2 France Market Optically Variable Devices (OVDs) Forecast

10.4.3 UK Market Optically Variable Devices (OVDs) Forecast

10.4.4 Italy Market Optically Variable Devices (OVDs) Forecast

10.4.5 Russia Market Optically Variable Devices (OVDs) Forecast

10.5 Middle East & Africa Optically Variable Devices (OVDs) Forecast by Region (2027-2032)

10.5.1 Egypt Market Optically Variable Devices (OVDs) Forecast

10.5.2 South Africa Market Optically Variable Devices (OVDs) Forecast

10.5.3 Israel Market Optically Variable Devices (OVDs) Forecast

10.5.4 Turkey Market Optically Variable Devices (OVDs) Forecast

10.6 Global Optically Variable Devices (OVDs) Forecast by Type (2027-2032)

10.7 Global Optically Variable Devices (OVDs) Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Optically Variable Devices (OVDs) Forecast

11 KEY PLAYERS ANALYSIS

11.1 De La Rue

11.1.1 De La Rue Company Information

11.1.2 De La Rue Optically Variable Devices (OVDs) Product Offered

11.1.3 De La Rue Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 De La Rue Main Business Overview

11.1.5 De La Rue Latest Developments

11.2 OVD Kinegram

11.2.1 OVD Kinegram Company Information

11.2.2 OVD Kinegram Optically Variable Devices (OVDs) Product Offered

11.2.3 OVD Kinegram Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 OVD Kinegram Main Business Overview

11.2.5 OVD Kinegram Latest Developments

11.3 AlpVision

11.3.1 AlpVision Company Information

11.3.2 AlpVision Optically Variable Devices (OVDs) Product Offered

11.3.3 AlpVision Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 AlpVision Main Business Overview

11.3.5 AlpVision Latest Developments

11.4 Dai Nippon Printing

11.4.1 Dai Nippon Printing Company Information

11.4.2 Dai Nippon Printing Optically Variable Devices (OVDs) Product Offered

11.4.3 Dai Nippon Printing Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Dai Nippon Printing Main Business Overview

11.4.5 Dai Nippon Printing Latest Developments

11.5 HID Global

11.5.1 HID Global Company Information

11.5.2 HID Global Optically Variable Devices (OVDs) Product Offered

11.5.3 HID Global Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 HID Global Main Business Overview

11.5.5 HID Global Latest Developments

11.6 NHK SPRING

11.6.1 NHK SPRING Company Information

11.6.2 NHK SPRING Optically Variable Devices (OVDs) Product Offered

11.6.3 NHK SPRING Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 NHK SPRING Main Business Overview

11.6.5 NHK SPRING Latest Developments

11.7 NovaVision

11.7.1 NovaVision Company Information

11.7.2 NovaVision Optically Variable Devices (OVDs) Product Offered

11.7.3 NovaVision Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 NovaVision Main Business Overview

11.7.5 NovaVision Latest Developments

11.8 3D AG

11.8.1 3D AG Company Information

11.8.2 3D AG Optically Variable Devices (OVDs) Product Offered

11.8.3 3D AG Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 3D AG Main Business Overview

11.8.5 3D AG Latest Developments

11.9 advast Swiss

11.9.1 advast Swiss Company Information

11.9.2 advast Swiss Optically Variable Devices (OVDs) Product Offered

11.9.3 advast Swiss Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 advast Swiss Main Business Overview

11.9.5 advast Swiss Latest Developments

11.10 NanoMatriX

11.10.1 NanoMatriX Company Information

11.10.2 NanoMatriX Optically Variable Devices (OVDs) Product Offered

11.10.3 NanoMatriX Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 NanoMatriX Main Business Overview

11.10.5 NanoMatriX Latest Developments

11.11 Acviss

11.11.1 Acviss Company Information

11.11.2 Acviss Optically Variable Devices (OVDs) Product Offered

11.11.3 Acviss Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Acviss Main Business Overview

11.11.5 Acviss Latest Developments

11.12 Lasersec Technologies

11.12.1 Lasersec Technologies Company Information

11.12.2 Lasersec Technologies Optically Variable Devices (OVDs) Product Offered

11.12.3 Lasersec Technologies Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.12.4 Lasersec Technologies Main Business Overview

11.12.5 Lasersec Technologies Latest Developments

11.13 AFC TECHNOLOGY

11.13.1 AFC TECHNOLOGY Company Information

11.13.2 AFC TECHNOLOGY Optically Variable Devices (OVDs) Product Offered

11.13.3 AFC TECHNOLOGY Optically Variable Devices (OVDs) Revenue, Gross Margin and Market Share (2021-2026)

11.13.4 AFC TECHNOLOGY Main Business Overview

11.13.5 AFC TECHNOLOGY Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Optically Variable Devices (OVDs) Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Optically Variable Devices (OVDs) Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Hot Stamping Foils

Table 4. Major Players of Hologram Labels

Table 5. Major Players of Others

Table 6. Optically Variable Devices (OVDs) Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 7. Global Optically Variable Devices (OVDs) Market Size by Type (2021-2026) & (\$ millions)

Table 8. Global Optically Variable Devices (OVDs) Market Size Market Share by Type (2021-2026)

Table 9. Optically Variable Devices (OVDs) Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 10. Global Optically Variable Devices (OVDs) Market Size by Application (2021-2026) & (\$ millions)

Table 11. Global Optically Variable Devices (OVDs) Market Size Market Share by Application (2021-2026)

Table 12. Global Optically Variable Devices (OVDs) Revenue by Player (2021-2026) & (\$ millions)

Table 13. Global Optically Variable Devices (OVDs) Revenue Market Share by Player (2021-2026)

Table 14. Optically Variable Devices (OVDs) Key Players Head office and Products Offered

Table 15. Optically Variable Devices (OVDs) Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 16. New Products and Potential Entrants

Table 17. Mergers & Acquisitions, Expansion

Table 18. Global Optically Variable Devices (OVDs) Market Size by Region (2021-2026) & (\$ millions)

Table 19. Global Optically Variable Devices (OVDs) Market Size Market Share by Region (2021-2026)

Table 20. Global Optically Variable Devices (OVDs) Revenue by Country/Region (2021-2026) & (\$ millions)

Table 21. Global Optically Variable Devices (OVDs) Revenue Market Share by Country/Region (2021-2026)

Table 22. Americas Optically Variable Devices (OVDs) Market Size by Country (2021-2026) & (\$ millions)

Table 23. Americas Optically Variable Devices (OVDs) Market Size Market Share by Country (2021-2026)

Table 24. Americas Optically Variable Devices (OVDs) Market Size by Type (2021-2026) & (\$ millions)

Table 25. Americas Optically Variable Devices (OVDs) Market Size Market Share by Type (2021-2026)

Table 26. Americas Optically Variable Devices (OVDs) Market Size by Application (2021-2026) & (\$ millions)

Table 27. Americas Optically Variable Devices (OVDs) Market Size Market Share by Application (2021-2026)

Table 28. APAC Optically Variable Devices (OVDs) Market Size by Region (2021-2026) & (\$ millions)

Table 29. APAC Optically Variable Devices (OVDs) Market Size Market Share by Region (2021-2026)

Table 30. APAC Optically Variable Devices (OVDs) Market Size by Type (2021-2026) & (\$ millions)

Table 31. APAC Optically Variable Devices (OVDs) Market Size by Application (2021-2026) & (\$ millions)

Table 32. Europe Optically Variable Devices (OVDs) Market Size by Country (2021-2026) & (\$ millions)

Table 33. Europe Optically Variable Devices (OVDs) Market Size Market Share by Country (2021-2026)

Table 34. Europe Optically Variable Devices (OVDs) Market Size by Type (2021-2026) & (\$ millions)

Table 35. Europe Optically Variable Devices (OVDs) Market Size by Application (2021-2026) & (\$ millions)

Table 36. Middle East & Africa Optically Variable Devices (OVDs) Market Size by Region (2021-2026) & (\$ millions)

Table 37. Middle East & Africa Optically Variable Devices (OVDs) Market Size by Type (2021-2026) & (\$ millions)

Table 38. Middle East & Africa Optically Variable Devices (OVDs) Market Size by Application (2021-2026) & (\$ millions)

Table 39. Key Market Drivers & Growth Opportunities of Optically Variable Devices (OVDs)

Table 40. Key Market Challenges & Risks of Optically Variable Devices (OVDs)

Table 41. Key Industry Trends of Optically Variable Devices (OVDs)
Table 42. Global Optically Variable Devices (OVDs) Market Size Forecast by Region (2027-2032) & (\$ millions)
Table 43. Global Optically Variable Devices (OVDs) Market Size Market Share Forecast by Region (2027-2032)
Table 44. Global Optically Variable Devices (OVDs) Market Size Forecast by Type (2027-2032) & (\$ millions)
Table 45. Global Optically Variable Devices (OVDs) Market Size Forecast by Application (2027-2032) & (\$ millions)
Table 46. De La Rue Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors
Table 47. De La Rue Optically Variable Devices (OVDs) Product Offered
Table 48. De La Rue Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 49. De La Rue Main Business
Table 50. De La Rue Latest Developments
Table 51. OVD Kinegram Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors
Table 52. OVD Kinegram Optically Variable Devices (OVDs) Product Offered
Table 53. OVD Kinegram Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 54. OVD Kinegram Main Business
Table 55. OVD Kinegram Latest Developments
Table 56. AlpVision Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors
Table 57. AlpVision Optically Variable Devices (OVDs) Product Offered
Table 58. AlpVision Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 59. AlpVision Main Business
Table 60. AlpVision Latest Developments
Table 61. Dai Nippon Printing Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors
Table 62. Dai Nippon Printing Optically Variable Devices (OVDs) Product Offered
Table 63. Dai Nippon Printing Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 64. Dai Nippon Printing Main Business
Table 65. Dai Nippon Printing Latest Developments
Table 66. HID Global Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors

Table 67. HID Global Optically Variable Devices (OVDs) Product Offered
Table 68. HID Global Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 69. HID Global Main Business
Table 70. HID Global Latest Developments
Table 71. NHK SPRING Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors
Table 72. NHK SPRING Optically Variable Devices (OVDs) Product Offered
Table 73. NHK SPRING Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 74. NHK SPRING Main Business
Table 75. NHK SPRING Latest Developments
Table 76. NovaVision Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors
Table 77. NovaVision Optically Variable Devices (OVDs) Product Offered
Table 78. NovaVision Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 79. NovaVision Main Business
Table 80. NovaVision Latest Developments
Table 81. 3D AG Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors
Table 82. 3D AG Optically Variable Devices (OVDs) Product Offered
Table 83. 3D AG Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 84. 3D AG Main Business
Table 85. 3D AG Latest Developments
Table 86. advast Swiss Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors
Table 87. advast Swiss Optically Variable Devices (OVDs) Product Offered
Table 88. advast Swiss Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 89. advast Swiss Main Business
Table 90. advast Swiss Latest Developments
Table 91. NanoMatriX Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors
Table 92. NanoMatriX Optically Variable Devices (OVDs) Product Offered
Table 93. NanoMatriX Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 94. NanoMatriX Main Business

Table 95. NanoMatriX Latest Developments

Table 96. Acviss Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors

Table 97. Acviss Optically Variable Devices (OVDs) Product Offered

Table 98. Acviss Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 99. Acviss Main Business

Table 100. Acviss Latest Developments

Table 101. Lasersec Technologies Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors

Table 102. Lasersec Technologies Optically Variable Devices (OVDs) Product Offered

Table 103. Lasersec Technologies Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 104. Lasersec Technologies Main Business

Table 105. Lasersec Technologies Latest Developments

Table 106. AFC TECHNOLOGY Details, Company Type, Optically Variable Devices (OVDs) Area Served and Its Competitors

Table 107. AFC TECHNOLOGY Optically Variable Devices (OVDs) Product Offered

Table 108. AFC TECHNOLOGY Optically Variable Devices (OVDs) Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 109. AFC TECHNOLOGY Main Business

Table 110. AFC TECHNOLOGY Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Optically Variable Devices (OVDs) Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Optically Variable Devices (OVDs) Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Optically Variable Devices (OVDs) Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Optically Variable Devices (OVDs) Sales Market Share by Country/Region (2025)

Figure 8. Optically Variable Devices (OVDs) Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Optically Variable Devices (OVDs) Market Size Market Share by Type in 2025

Figure 10. Optically Variable Devices (OVDs) in Banknotes

Figure 11. Global Optically Variable Devices (OVDs) Market: Banknotes (2021-2026) & (\$ millions)

Figure 12. Optically Variable Devices (OVDs) in Identification Cards and Passports

Figure 13. Global Optically Variable Devices (OVDs) Market: Identification Cards and Passports (2021-2026) & (\$ millions)

Figure 14. Optically Variable Devices (OVDs) in Product Packaging

Figure 15. Global Optically Variable Devices (OVDs) Market: Product Packaging (2021-2026) & (\$ millions)

Figure 16. Optically Variable Devices (OVDs) in Others

Figure 17. Global Optically Variable Devices (OVDs) Market: Others (2021-2026) & (\$ millions)

Figure 18. Global Optically Variable Devices (OVDs) Market Size Market Share by Application in 2025

Figure 19. Global Optically Variable Devices (OVDs) Revenue Market Share by Player in 2025

Figure 20. Global Optically Variable Devices (OVDs) Market Size Market Share by Region (2021-2026)

Figure 21. Americas Optically Variable Devices (OVDs) Market Size 2021-2026 (\$ millions)

Figure 22. APAC Optically Variable Devices (OVDs) Market Size 2021-2026 (\$ millions)

Figure 23. Europe Optically Variable Devices (OVDs) Market Size 2021-2026 (\$ millions)

Figure 24. Middle East & Africa Optically Variable Devices (OVDs) Market Size 2021-2026 (\$ millions)

Figure 25. Americas Optically Variable Devices (OVDs) Value Market Share by Country in 2025

Figure 26. United States Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 27. Canada Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 28. Mexico Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 29. Brazil Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 30. APAC Optically Variable Devices (OVDs) Market Size Market Share by Region in 2025

Figure 31. APAC Optically Variable Devices (OVDs) Market Size Market Share by Type (2021-2026)

Figure 32. APAC Optically Variable Devices (OVDs) Market Size Market Share by Application (2021-2026)

Figure 33. China Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 34. Japan Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 35. South Korea Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 36. Southeast Asia Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 37. India Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 38. Australia Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 39. Europe Optically Variable Devices (OVDs) Market Size Market Share by Country in 2025

Figure 40. Europe Optically Variable Devices (OVDs) Market Size Market Share by Type (2021-2026)

Figure 41. Europe Optically Variable Devices (OVDs) Market Size Market Share by Application (2021-2026)

Figure 42. Germany Optically Variable Devices (OVDs) Market Size Growth 2021-2026

(\$ millions)

Figure 43. France Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 44. UK Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 45. Italy Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 46. Russia Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 47. Middle East & Africa Optically Variable Devices (OVDs) Market Size Market Share by Region (2021-2026)

Figure 48. Middle East & Africa Optically Variable Devices (OVDs) Market Size Market Share by Type (2021-2026)

Figure 49. Middle East & Africa Optically Variable Devices (OVDs) Market Size Market Share by Application (2021-2026)

Figure 50. Egypt Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 51. South Africa Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 52. Israel Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 53. Turkey Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 54. GCC Countries Optically Variable Devices (OVDs) Market Size Growth 2021-2026 (\$ millions)

Figure 55. Americas Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 56. APAC Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 57. Europe Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 58. Middle East & Africa Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 59. United States Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 60. Canada Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 61. Mexico Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 62. Brazil Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 63. China Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 64. Japan Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 65. Korea Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 66. Southeast Asia Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 67. India Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 68. Australia Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 69. Germany Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 70. France Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 71. UK Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 72. Italy Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 73. Russia Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 74. Egypt Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 75. South Africa Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 76. Israel Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 77. Turkey Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

Figure 78. Global Optically Variable Devices (OVDs) Market Size Market Share Forecast by Type (2027-2032)

Figure 79. Global Optically Variable Devices (OVDs) Market Size Market Share Forecast by Application (2027-2032)

Figure 80. GCC Countries Optically Variable Devices (OVDs) Market Size 2027-2032 (\$ millions)

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