

# Polarizer Film Market: Trends, Opportunities and Competitive Analysis

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## Abstracts

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### Polarizer Film Market Trends and Forecast

The future of the polarizer film market looks attractive with opportunities in the television, monitor, notebook, and cell phone markets. The global polarizer film market is expected to reach an estimated \$17.4 billion by 2027 at a CAGR of 4.0% from 2021 to 2027. The major drivers for this market are increasing demand for mobile phone and television displays, increasing demand for larger panel sizes, increasing penetration of quantum dot displays (QD-LED) for better visibility, and growth in demand for high quality organic light-emitting diode (OLED) displays in smartphones.

### Emerging Trends in the Polarizer Film Market

Emerging trends, which have a direct impact on the dynamics of the industry, include development of ultra-thin polarizer films and the development of blue light high transmission polarizer films.

A total of 95 figures / charts and 73 tables are provided in this 200-page report to help in your business decisions. Sample figures with insights are shown below. To learn the scope of benefits, companies researched, and other details of the polarizer film market report, please download the report brochure.

### Polarizer Film Market by Segment

The study includes trends and forecast for the global polarizer film market by technology, end use, and region as follows:

By Technology [Volume (M Sqm) and \$M shipment analysis for 2016 – 2027]:

Super Twisted Nematic (STN)

Thin Film Transistor (TFT)

Twisted Nematic (TN)

By End Use [Volume (M Sqm) and \$M shipment analysis for 2016 – 2027]:

Televisions

Monitors

Notebooks

Mobile Phones

Others

By Region [Volume (M Sqm) and \$M shipment analysis for 2016 – 2027]:

North America

Europe

Asia Pacific

o China

o Japan

o Taiwan

o South Korea

The Rest of the World

### List of Polarizer Film Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies polarizer film companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the polarizer film companies profiled in this report includes.

Nitto Denko Corporation

LG Chem

Fujifilm

Sumitomo Chem

Samsung SDI

Dexerials Corporation

Polatechno Co., Ltd.

Shenzhen Sunnypol Optoelectronics Co., Ltd.

BenQ Materials Corporation

### Polarizer Film Market Insight

Lucintel forecasts that TFT films will remain the largest technology market and witness the highest growth in the forecast period due to their attractive

properties of delivering better resolution, energy efficiency, and low price.

The television segment is expected to remain the largest end use market due to the increasing demand for LED displays and growth in larger display sizes. The mobile phone segment is expected to witness the highest growth in the forecast period, supported by increasing demand for smartphones in China, India, and other developing countries.

Asia Pacific is expected to remain the largest market by value and volume, and it is also expected to witness the highest growth over the forecast period because of significant growth in the demand for larger screen televisions and increasing demand for smartphones in India and China.

## Features of Polarizer Film Market

**Market Size Estimates:** Polarizer film market size estimation in terms of value (\$M) and volume (million square meter)

**Trend and Forecast Analysis:** Market trends (2016-2021) and forecast (2022-2027) by various segments and regions.

**Segmentation Analysis:** Polarizer film market size by various segments, such as end use industry and technology, in terms of value and volume.

**Regional Analysis:** Polarizer film market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different end use industries, technologies, and regions for the polarizer film market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the polarizer film market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

## FAQ

Q1. What is the polarizer film market size?

Answer: The global polarizer film market is expected to reach an estimated \$17.4 billion by 2027.

Q2. What is the growth forecast for polarizer film market?

Answer: The polarizer film market is expected to grow at a CAGR of 4% from 2021 to 2027.

Q3. What are the major drivers influencing the growth of the polarizer film market?

Answer: The major drivers for this market increasing demand for mobile phone and television displays, increasing demand for larger panel sizes, increasing penetration of quantum dot displays (QD-LED) for better visibility, and growth in demand for high quality organic light-emitting diode (OLED) displays in smartphones.

Q4. What are the major applications or end use industries for polarizer film?

Answer: Television and monitor are the major end use industries for polarizer film market.

Q5. What are the emerging trends in polarizer film market?

Answer: Emerging trends, which have a direct impact on the dynamics of the industry, include development of ultra-thin polarizer films and the development of blue light high transmission polarizer films.

Q6. Who are the key polarizer film companies?

Answer: Some of the key polarizer film companies are as follows:

Nitto Denko Corporation

LG Chem

Fujifilm

Sumitomo Chem

Samsung SDI

Dexerials Corporation

Polatechno Co., Ltd.

Shenzhen Sunnypol Optoelectronics Co., Ltd.

BenQ Materials Corporation

Q7. Which polarizer film technology segment will be the largest in future?

Answer: Lucintel forecasts that TFT films will remain the largest market and witness the highest growth in the forecast period due to their attractive properties of delivering better resolution, energy efficiency, and low price.

Q8: In polarizer film market, which region is expected to be the largest in next 5 years?

Answer: Asia Pacific is expected to remain the largest region and witness the highest growth over next 5 years.

Q9. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1 What are some of the most promising potential, high-growth opportunities for the global polarizer film market by technology (thin film transistor, super twisted nematic, and twisted nematic), end use (televisions, monitors, notebooks, mobile phones, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q. 2 Which segments will grow at a faster pace and why?

Q.3 Which regions will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges of the market?

Q.5 What are the business risks and threats to the market?

Q.6 What are the emerging trends in this market and the reasons behind them?

Q.7 What are some changing demands of customers in the market?

Q.8 What are the new developments in the market? Which companies are leading these developments?

Q.9 Who are the major players in this market? What strategic initiatives are being implemented by key players for business growth?

Q.10 What are some of the competitive products and processes in this area and how big of a threat do they pose for loss of market share via material or product substitution?

Q.11 What M&A activities did take place in the last five years in this market?

For any questions related to polarizer film market or related to polarizer film market share, polarizer film market analysis, and polarizer film market size, write to Lucintel analysts at [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

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