

Screen Protective Film Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

2 – 3 business days after placing order

Screen Protective Film Trends and Forecast

The future of the global screen protective film market looks promising with opportunities in the mobile phone and tablet markets. The global screen protective film market is expected to reach an estimated \$5.4 billion by 2030 with a CAGR of 4.7% from 2024 to 2030. The major drivers for this market are increasing demand for smartphones and tablets, growing awareness towards the benefits of screen protective films, and significantly rising trend of mobile gaming.

Lucintel forecasts that tempered will remain the larger segment over the forecast period due to growing demand of thinner and bigger side frames from the smartphone industry.

Within this market, mobile phones is expected to remain the largest segment due to growing users of mobile phones as they are considered as the most popular electronic devices, which have large and delicate screens that required to be protected from scratches and damages.

APAC will remain the largest region during the forecast period due to high smartphone penetration rate, growing demand for smartphones with larger screens, and the increasing awareness of the importance of protecting smartphone screens.

Emerging Trends in the Screen Protective Film Market

As technology becomes more sophisticated and consumer tastes change, the screen

protective film market has seen several key trends that are reshaping the industry. These include advances in film materials and technologies, a growing desire for multi-functionality and increased emphasis on eco-friendliness. The rise of new consumer electronics and changes in market dynamics have triggered these trends. Companies are meeting these changes by developing better products as well as exploring new markets. This section explores five major trends that drive the screen protective film industry and their implications on the market.

Advanced Film Technologies: In response to this, screen protector manufacturers are increasingly including cutting-edge technologies into their products so as to enhance their performance. For instance, we now have self-healing films that can mend themselves whenever there is a slight scratch as well as those with improved clarity and touch sensitivity. The users' experience is being improved by these technologies while at the same time promoting longevity of devices. Additionally, advanced coatings and materials with features such as anti-glare or anti-blue light properties are being developed to cater for various customers' requirements. Manufacturers have had to invest heavily on research and development to stay ahead of competition while satisfying high expectations from consumers who are technologically conscious.

Multifunctional Films: There is an increasing demand for multifunctional screen protective films that do more than basic protection. Customers want films that can double up as anti-bacterial, blue light filters and privacy screen. These cater to a range of customer requirements other than just protecting devices better. For instance, privacy screens prevent others from viewing sensitive information on the device, while blue light filters reduce eye strain from prolonged screen use. This trend reflects wider consumer preference for products with multiple advantages and extra value away from the traditional protections.

Environmental Sustainability: The market for screen protective film has been influenced by environmental sustainability. Manufacturers increasingly use eco-friendly materials and production methods in order to minimize their impact on the environment. This includes using recyclable or biodegradable materials and minimizing waste during production. As a result of growing consumer awareness and regulatory pressures, there has been a push for sustainability. Furthermore, adoption of sustainable practices may give companies a competitive edge among eco-enthusiastic customers who care about environmentalism. It aligns with broader global movements towards sustainability and demonstrates commitment towards lowering ecological footprints of consumer goods.

Customizing and Personalizing: The screen protective film market is witnessing the rise of two growing trends namely customization and personalization . Customers require protector films that are not only practical but also reflect their own tastes and preferences. These comprise special designs, colors, and textures that can be chosen to fit individual user's styles. This has led to a range of bespoke options being offered by companies. It ensures an enjoyable customer experience since they offer distinct items based on consumers' likes or dislikes among other things. This also provides a chance for producers to have some kind of distinction in an increasingly competitive market.

Assimilation with Smart Technologies: Another emerging trend in the market is integrating screen protective films with smart technologies. For example, there are films which get in touch with device sensors or enhance smartphones functionality. Films that add touch sensitivity or enable advanced movements like gestures make devices more usable. Furthermore, there is room for combining screen protection with other innovative features such as augmented reality or health monitoring tools. This reflects the convergence between technological advancements and screen protection and creates new prospects for innovation in this market.

The screen protector market is evolving significantly due to technology developments, consumer tastes, and ecological concerns. The advancement in film technologies, multifunctional characteristics, and sustainability are some of the key trends that have remodeled the market terrain. Customization as well as smart technology integration also shows how the customers' needs and technological inventions are changing over time. Consequently, producers have had to design their protective films differently so as to be responsive to such pressing changes. Thus innovation and adaptation among manufacturers are reshaping business prospects in the field of screen protection film production.

Recent Developments in the Screen Protective Film Market

The screen guard market is in a big transition mode due to technology change, evolving needs of customers as well as innovations in the industry. With more and more smartphones, tablets and other devices making us dependent on them every day, demand for advanced screen protection solutions has surged. This is evident from recent happenings in this market which are part of a wider trend towards improving

functionality, endurance and user experience. As such companies have been integrating new technologies, enhancing material quality and taking care of the demands of growing customers. The impact of these advancements can be observed on the changing dynamics within the market space with regard to product choices as well as consumer behavior.

Self-Healing Films: This is a revolutionary breakthrough in the film market for screen protection purposes. These films are made using advanced materials that can self-heal small scratches or marks so that it remains looking good and functioning properly over time. It helps prolonging device lifespan reducing replacement frequency of films. And for consumers seeking long term durability along with minimal maintenance self-healing feature is highly appealing to them; hence manufacturers are spending on R&D to improve these films that have become popular options for high-end models in recent times too.

Enhanced Clarity and Touch Sensitivity: Enhancing clarity and touch sensitivity is the recent development with respect to screen protective films. Contemporary films are made in such a way that they maintain the original visual quality of the screen while providing an efficient and correct touch experience at all times. The use of high-quality materials and advanced coating technologies helps achieve this objective. Better display clarity prevents the distortion of the screen whereas improved touch sensitivity promotes smooth interaction for users. These improvements also address consumer concerns about how these films could compromise device performance, hence making them more popular among a wider group of people.

Integration of Blue Light Filtering: The integration of blue light filtering technology into screen protective films is a growing trend. This is relevant because blue light filters relieve eye strain which is common in modern society where nearly everything has gone digital. Screens with built-in blue light filter are becoming popular among consumers who attach great importance to their eyes' health as well as general wellbeing. Consequently, this adds another benefit to screen protection by improving healthcare attributes that make it unique from other related products on sale thereby increasing demand for film as well as health benefiting protection materials.

Eco-Friendly Materials: Towards the development of screen shields, sustainability has been taken as a key concern. The use of green materials by manufacturers is on the rise and sustainable manufacturing processes are being

adopted. These include recyclable and biodegradable materials, waste reduction and energy saving during production. Producers are switching to environmentally friendly films due to increased consumer awareness about environmental issues and regulatory pressures requiring products with less ecological consequences than in the past. This development appeals to environmentally aware customers thereby reconstructing the market as well as setting new industry benchmarks for sustainability.

Customization Options: Customization in screen protective films is emerging as a significant trend. Consumers are increasingly interested in personalized protective solutions that reflect their individual style and preferences. This includes options for custom designs, colors, and textures. With regards to personal aesthetics and functional requirements, producers have come up with various types of customizable films to choose from. For instance, this not only enriches user experience but also offers an opportunity for businesses to stand out from competitors within an overcrowded market space. The increasing demand for customized films is making these items popular both among individuals who are using their own gadgets and within corporate settings thus opening up new markets.

With blue light filtering technologies, improved clarity and self-healing films, these recent developments are significantly affecting the market for screen protective film. These new technologies have led to better customer satisfaction and product performance. Broader market trends towards personalization and sustainability are reflected in the increasing use of eco-friendly materials as well as customization options. The industry's competitive landscape is being shaped by collectively these advances which foster innovation, respond to changing consumer demand, and influence business dynamics.

Strategic Growth Opportunities for Screen Protective Film Market

The screen-protecting film industry is rapidly growing with a number of emerging opportunities across various applications. With technological improvements and evolving consumer preferences, each segment of the market has its own unique prospects for growth. On specific applications, organizations can take advantage of such opportunities for growth to enhance their competitiveness through innovative approaches that offer more solutions to consumers, and also enter into new markets. These analyses will consider five major avenues for growth in the screen protective film industry while discussing their potential implications on it.

Mobile Devices: The screen protective film offers a significant growth opportunity in the mobile device segment. Smartphones and tablets are spreading extensively leading to a regular demand for high-quality screen protectors. Self-healing films and blue light filters, among other innovations that promote durability and user health, matter most in this section. Protective solutions need to be advanced as mobile devices slowly take over daily life. Companies that offer more featured films with customization choices will take a lion share of the expanding market.

Wearable Technology: Screen protective films are also gaining ground in wearable technology segment which is a strong growth potential as well. As smartwatches and fitness trackers gain popularity, specialized screen protection becomes more important. Films for wearables should be thin, flexible and tough to withstand everyday use. Consequently, they require additional functionalities such as anti-scratch and anti-glare features to boost their usefulness. A company that creates movies that meet the unique needs of wearable techs can harness this growing industry's opportunity.

Automotive Displays: Moreover, automotive displays that include navigation systems as well as infotainment screens have emerged as one of the fastest-growing channels for screen protective films. With the rise in digitalised displays by automakers, the need to create strong defensive measures is on rise. The sector requires films that offer high transparency levels, touch satisfaction and resistance against external factors such as ultraviolet light and temperature variations. The production of these special films can be another channel for car manufacturers to develop their user interface technologies, ensuring better adaptability to global market dynamics.

Consumer Electronics: In addition, consumer electronics especially televisions, monitors and video game consoles are also potential markets where screen protective film could be expanded . This has become essential due to a growing use of high-resolution panels in these devices making imperative the need for protection solutions that retain screen quality and performance. Transparent materials with increased definition levels are now being preferred just like antiglare ones on top of anti-scratch properties. As a result, there is a growing need for protective films not only because of this reason but also because of the increasing number of smart devices linked by IoT (internet-of-things). A significant market share can be achieved by companies offering unique ideas on how it should work with many types of electronics.

Healthcare Devices: The use of healthcare devices, like medical monitors and diagnostic equipment, provides a special growth opportunity for screen protective films. These devices often require specialized films that have durability, clarity and resistance to medical grade disinfectants. Demand for protective films that ensure ideal performance as well as hygiene in healthcare facilities is driven by the growing employment of digital technology.

Manufacturers who produce such films with specific features customized for the medical sector can exploit this niche market and meet the unique demands of doctors.

Screen protection film market strategic growth opportunities vary across different applications such as mobile devices, wearables, automotive displays, consumer electronics and healthcare devices. This enables companies to benefit from emerging trends and technologies that will facilitate innovation while at the same time increasing their share in the market. The expanding number of these applications demonstrates the significance of screen protection in various industries and suggests possibilities for substantial expansion and development within this industry going forward.

Screen Protective Film Market Driver and Challenges

This essay examines the main drivers and challenges that affect the growth of protective films in a screen. Examples of these include technological advancements, economic conditions, as well as regulatory environment among others. It is important for investors to understand the key factors behind them so that they can exploit emerging opportunities and market trends effectively. This study will delve into five major drivers and three notable challenges, which are affecting the screen protective film industry giving insight into their consequences and overall impact on the business.

The factors responsible for driving the screen protective film market include:

1. **Technological Advancements:** One of the most significant drivers that increase sales of protective films in a screen is technology development. Some of such innovations are self-healing films, blue light filtering as well as better clarity technologies responding to changing customers' requirements towards highly protective solutions. Apart from enhancing performance and longevity of protection coverings, these techniques also meet specific individual demands including eyesight health or durability gadgets. Thus, constant improvement of different types of materials allow producers to offer many

useful products with great quality to buyers on this market segment by means of new coating methods being evolved all time long.

2. **Increasing Smartphone and Electronics Usage:** A substantial cause of the screen protective film market growth is the heavy usage of smartphones and other electronic devices. The demand for screen protection goes up as more people start relying on these gadgets in their daily lives. The proliferation of high-end devices with upgraded screens also encourages the development of protective solutions that preserve screen quality and operation. In addition, this trend is influenced by increased popularity of tablets, wearables, among other electronic devices thereby leading to an expansion in its market.

3. **Consumer Awareness and Preferences:** Market growth has been attributed to consumer awareness about the significance of screen protection. High-quality products that are feature rich are demanded due to increased knowledge amongst consumers regarding potential damage to screens and benefits of protective films. Market offerings are being shaped by preferences for films having additional features such as anti-glare or anti-scratch properties. By aligning their products with consumer preferences and offering distinct advantages, companies can increase their market share significantly.

4. **Economic Growth and Disposable Income:** The demand for screen protector films is driven by economic growth and increasing disposable incomes. Consequently, consumers with disposable incomes are more likely than others to buy high-quality device protection products. In this way, a higher per capita income becomes the main driver of demand for protective films in most of the developed countries. Similarly, developing markets display increased demand for such films due to a rising trend in device ownership.

5. **Expansion of Online Retail Channels:** This market is also being driven by expansion of screensaver films through online retail channels. The e-commerce websites serve as vital platforms through which customers can buy their preferred protective films from an array of options available at their fingertips. Moreover, manufacturers now have access to wider consumer bases through virtual shopping stores that have been opened across the globe. This phenomenon has been felt more on areas having high online interconnection where commerce is done electronically.

Challenges in the screen protective film market are:

1. **Intense Market Competition:** In the screen protective film industry, intense market

competition is a significant challenge. Brands are usually hard to distinguish among because many people who offer almost the same goods. On profit margins, there is price war and low-cost alternatives that exert pressure on them, leading to need of innovation and differentiation for companies to remain competitive. The landscape of this type of competition requires strategic marketing, quality differentiation as well as customer involvement.

2. Regulatory and Environmental Compliance: There are regulatory and environmental compliance challenges in the screen protective film market. Material safety, environmental impact and waste management regulations have increased over time making process adaptations by manufacturers necessary. These regulations could mean additional costs and changes in operations when implemented. To keep up with regulatory trends and do business sustainably so as not to get into trouble with the authorities, companies must align themselves with industry requirements.

3. Technological Obsolescence: Screen protector market suffers from an obnoxious technological obsolescence. This is because the rapid advancement in screen technologies and device designs can render existing protective films less effective or outdated. This means that the makers have to continuously come up with new solutions to be able to meet their technology standards and keep up with evolving consumer needs. For them to remain relevant in the market they ought to predict future developments and always stay ahead of technological trends.

There are various drivers and challenges that shape growth and development of screen protective film industry. Technological evolution, increase in device usage as well as consumer knowledge among other factors has been a key determinant which has led to significant growth within this sector. But then again there are significant challenges that include intense competition, regulatory compliance as well as technological obsolescence. They will make sure that they navigate the market effectively, capitalize on any opportunities for development and innovation as well as consider possible barriers towards achieving success in regards to changing industry on screen protectors.

List of Screen Protective 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 screen protective film companies cater increasing demand,

ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the screen protective film companies profiled in this report include-

Otterbox

Zagg

3M

Belkin

Xtremeguard

Screen Protective Film by Segment

The study includes a forecast for the global screen protective film by type, application, and region.

Screen Protective Film Market by Type [Analysis by Value from 2018 to 2030]:

PET

Tempered Glass

Others

Screen Protective Film Market by Application [Analysis by Value from 2018 to 2030]:

Mobile Phones

Tablets

Others

Screen Protective Film Market by Region [Shipment Analysis by Value from 2018 to

2030]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Screen Protective Film Market

There are notable strides in the screen protector film market in recent years due to changing consumer demands and technology advances. The demand for high-grade means of safeguarding these screens has increased as mobile devices and other consumer electronics become equipped with more sophisticated screens. This market is undergoing some major transformations since it encompasses different countries that have different consumer behaviors and technological landscapes. In the United States, smartphone usage has risen, leading to an increase in demand for long-lasting protective solutions. China strives to be efficient in its production while at the same time being innovative as it is a global manufacturing hub. Germany market is guided by customer choice for premium quality products but with environmental friendly aspects on them. The country depends largely on importation to satisfy the local market needs because of internal constraints such as underdeveloped raw material base and limited availability of essential inputs. The need for cost-effective protection solutions stems from the increasing penetration rate of smartphones into India society. On the other hand, Japan marketplace enjoys constant upgradation due to innovations and advancements made in terms of protective film technologies used there-in. This portion sets a background that enables one to understand the emerging trends across these particular markets well enough

United States: The United States market for screen protective films is undergoing a changeover to premium products with innovation. The market has seen increasing popularity of high definition, anti-glare and self-healing films due to their advanced features. Customization and personalization trends have also been observed in this market with customers looking for bespoke solutions that offer not only protection but also aesthetics. Further on, the rise of smartphone repair services has increased awareness about screen protection. Therefore,

companies are investing in research and development to create stronger and multi-functional films that will address consumer demands for more durability as well as usability.

China: Technological advancements and production capabilities characterize China market for screen protective film. This nation remains one of the main producers of protective films, which concentrate on improving film quality as well as production efficiency. As a result of this competitiveness in the market, ultra-thin films and sophisticated coating technologies are being developed. There is an ongoing move towards merging antibacterial elements with screen protection among other characteristics. Furthermore, demand for high-performance films results from the domestic market expansion coupled with increasing use of consumer electronics items by individuals. In conclusion, China's screen protective film industry is shaped significantly by technological innovation focus and manufacturing efficiency pushback that emanate from its government policies.

Germany: The screen protector film market in Germany is influenced by a taste for quality and eco-friendly products. The durability and performance of German customers are important to them so it has led to high demand for premium films that have extra attributes like anti-glare or anti-scratch. Moreover, there is a remarkable focus on sustainability, with more interest on environmentally friendly materials as well as manufacturing processes. Nevertheless, the emphasis is on creating films by German companies which are able to meet stringent environmental regulations while maintaining their efficacy. This implies that in Germany, too much attention is paid towards quality and sustainability because longevity of an item and the influence it has on the environment matter.

India: The screen protector film market in India growth rate can be explained by the quick rise of smartphones adoption by consumers as well as marketers increasing awareness about screen protection. Due to this fact, protective solutions which are affordable but effective are now in huge demand because of expanding middle class society. Actually, firms emphasize offering cheap films that will give basic protection at no exorbitant price increases. In addition, there has been a rise in online retail channels which have made protective films more accessible to larger groups of people.

Japan: In Japan, the screen protector market is highly sophisticated and innovative. For example, Japanese customers are inclined towards using

advanced protection films that offer superior functions like improved clarity, touch sensitivity and durability. The market has seen improvements on film technologies such as self-healing films and those that have additional features such as blue light filtering. Similarly, Japanese manufacturers are also developing films suited for high-end electronics and precision devices. This technological emphasis combined with premium features is in line with broader consumer trends where Japan values high-performance and leading edge products.

Features of the Global Screen Protective Film Market

Market Size Estimates: Screen protective film market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Screen protective film market size by type, application, and region in terms of value (\$B).

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

Growth Opportunities: Analysis of growth opportunities in different types, applications, and regions for the screen protective film market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the screen protective film market.

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

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FAQ

Q.1 What is the screen protective film market size?

Answer: The global screen protective film market is expected to reach an estimated \$5.4 billion by 2030.

Q.2 What is the growth forecast for screen protective film market?

Answer: The global screen protective film market is expected to grow with a CAGR of 4.7% from 2024 to 2030.

Q.3 What are the major drivers influencing the growth of the screen protective film market?

Answer: The major drivers for this market are increasing demand for smartphones and tablets, growing awareness towards the benefits of screen protective films, and significantly rising trend of mobile gaming.

Q4. What are the major segments for screen protective film market?

Answer: The future of the screen protective film market looks promising with opportunities in the mobile phone and tablet markets.

Q5. Who are the key screen protective film market companies?

Answer: Some of the key screen protective film companies are as follows:

Otterbox

Zagg

3M

Belkin

Xtremeguard

Q6. Which screen protective film market segment will be the largest in future?

Answer: Lucintel forecasts that tempered will remain the larger segment over the

forecast period due to growing demand of thinner and bigger side frames from the smartphone industry.

Q7. In screen protective film market, which region is expected to be the largest in next 5 years?

Answer: APAC will remain the largest region during the forecast period due to high smartphone penetration rate, growing demand for smartphones with larger screens, and the increasing awareness of the importance of protecting smartphone screens.

Q.8 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, high-growth opportunities for the screen protective film market by type (PET, tempered glass, and others), application (mobile phones, tablets, 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 region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

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

Q.7. What are some of the 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 key players pursuing for business growth?

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

Q.11. What M&A activity has

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