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Transparent Conductor Markets 2013

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Abstracts

The past year has seen major changes in the world of transparent conductors (TCs). Efforts by Intel and especially Microsoft to bring touch to every laptop have suggested new opportunities for non-ITO TCs. Meanwhile, the continued rapid growth in tablet computing can only be regarded as a positive sign for TCs.

On the other hand, new ways of producing both touch panels and displays suggest that display OEMs may be using less TC material in the future. At the same time flexible displays, OLED TVs and other applications that were supposed to generate major revenues for non-ITO TCs seem just as slow to develop as they did in 2012.

In this somewhat confusing phase of the development of TCs, NanoMarkets believes that this new report provides the necessary strategic insight into how TC firms can best generate new business revenues in the in the display, solar panel and other sectors. This report also analyzes important developments on the TC materials front and it takes a peek at what the next generation of transparent conductors will look like and how these materials will extend addressable markets.

This study also contains detailed eight-year forecasts in volume (square meters) and value terms. For each of the applications covered there are breakouts of demand for ITO, other TCOs, ITO/TCO inks, carbon nanotube films, silver-based and cooper-based transparent conductors, other nanometallic transparent conductors and conductive polymers. And there is also a forecast of ITO products by type (sputtering targets, films, coated glass, etc.). Finally, the strategies of the leading TC firms are also assessed in the context of the latest market developments.

NanoMarkets has been covering the TC market for seven years and its studies in this area are widely regarded as the most reliable insider analysis publicly available.

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