

Polarizer Market and Industry Trend Analysis

Polarizer Market to Grow to \$14 Billion by 2016

The polarizer market is expected to grow at a CAGR of 6% until 2016 to \$12 billion in 2013 and to \$14 billion in 2016. In 2012, the market amounted to \$11.2 billion, up 9% year on year, according to “Polarizer Market and Industry Trend Analysis” published by Displaybank, recently acquired by IHS Inc. (NYSE: IHS). Polarizers used for large size TFT-LCDs, such as TV, monitors, and laptops, made up 77% of the market, amounting to \$8.6 billion, and this figure is expected to grow at a CAGR of 4% to \$9.9 billion in 2016. However, the TFT-LCD segment will lose its share of the market, falling to 71% in 2016, as manufactures scale up their smartphones and other mobile devices and increase their volume.

Total Polarizer Market Forecast (2011-2016)

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(Source: Displaybank, “Polarizer Market and Industry Trend Analysis – H1 2013”)

The polarizer market can be characterized by the three powers: Nitto Denko, LG Chem, and Sumitomo. The biggest characteristic is that each company has different applications in which they excel at according to their own technical skills, competitiveness of securing component supplies, and production capacity. By major application, the LCD TV market has the largest share, with the manufacturing leaders being Nitto Denko (33%), Sumitomo (28%), and LG Chem (27%). These three companies combined make up 88% of the market for polarizers used in TVs. In the laptop segment that highly requires for thin panels, Sumitomo leads with 53%, with Cheil Industry and Nitto Denko taking the next two spots with 14% each. In the monitor segment, where prices matter, LG Chem leads with a 43% market share, and CMMT, Cheil Industry, and BQM are on its heels with 16%, 15%, and 11%, respectively. Polarizers for tablet PCs are getting the spotlight these days, and Nitto Denko is dominant in that segment with 62%, being the exclusive supplier to Apple for the iPad series. Next to Nitto Denko, LG Chem is the runner-up with a 24% share.

The “Polarizer Market and Industry Trend Analysis” report analyzes the polarizer market forecast until 2016; production line status of polarizer maker; supply chain; and pricing trends. The report also analyzes polarizers’ sub-film market—TAC, PVA, PET protective film, release film, anti-reflective film, and replacement film—for a better understanding of the polarizer market where the competition for high value added film production has become more intense.

Source: Display Bank