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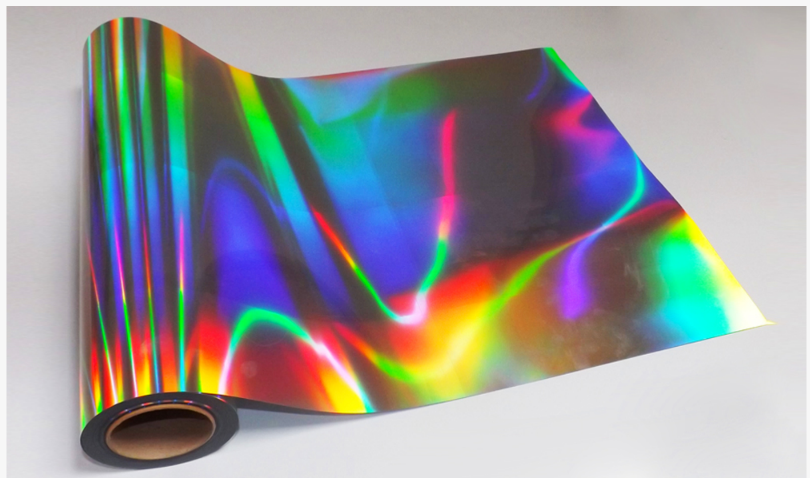
Holographic Films Market Projected To Grow 9.4% Cagr Through 2027 | K LASER Technology Inc., API Group Plc, Cosmo Films

Increasing Demand for Holographic Films to Boost Holographic Films Market Growth


Holographic Films Market

SEATTLE, WA, US, January 3, 2022 /EINPresswire.com/ -- Increasing Demand for Holographic Films to Boost Holographic Films Market Growth , The holographic film is a very thin and flexible plastic film which is basically micro-embossed with patterns or even images. Patterns are created on the film is done by the embossing process to provide 3-D effect and/or spectral (rainbow) coloring.

The global holographic films market is estimated to be valued at US$ 15388.8 million in 2027 and is expected to exhibit a CAGR of 9.4% over the forecast period, as highlighted in a new report published by Coherent Market Insights.

Market Overview:

Holographic film is a very thin, flexible plastic film that has been micro-embossed with patterns or even images. Holographic Patterns are created by way of an embossing process which can provide a remarkable 3-D effect and/or spectral (rainbow) coloring. Holographic films are used for packaging, lamination, gift wrapping, and many other purposes. Holography film is widely used to increase brand value, for brand protection, and protect against counterfeiting of the end products by making it completely holographic. It is often used for brand-enhancing packaging applications. Holographic films can also be laminated to different types of materials. These films are excellent to curb counterfeiting as they provide protection and avoid tempering. Thus, there is an increasing demand worldwide.

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Major players operating in the global holographic films market are K LASER Technology Inc., API Group Plc, Cosmo Films Limited, SRF Limited, Uflex Limited, Toray Industries, Inc., Nan Ya Plastics Corporation, Avery Dennison Corporation, Jindal Poly Films Ltd (B.C. Jindal Group), and Polinas Plastik Sanayi ve Ticaret A.S, among others.

Key Market Drivers:

Increasing demand for holographic films from various end-use industries, such as packaging, food & beverage, cosmetic, and medical, among others, is expected to boost the growth of the holographic films market during the forecast period. For instance, in January 2019, API Group expanded its range of Transmet products with the introduction of new holographic designs. The new range of 12 holographic patterns is available in API's Transmet laminate.

Moreover, increasing research and development activities are expected to augment the growth of the holographic films market. For instance, in March 2021, Russian scientists developed a holographic film based on prismatic concentrators that reduces the operating temperature of solar panels, including thermal-photovoltaic devices. They claim patented, low-cost technique can even improve PV module efficiency in cloudy weather.

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Holographic films find wide applications in various end-use industries, such as fast moving consumer goods, food & beverages, cosmetic, pharmaceuticals, textile, packaging, and others. But, the pandemic has severely affected these industries, as many projects were halted (in 2020) due to lockdown regulations, labor shortage, and lack of funds. This has reduced the demand for holographic films. However, some industries are recovering faster, which is expected to increase the demand for holographic films, driving the market growth.

Key Takeaways:

The holographic films market is expected to exhibit a CAGR of 9.4% during the forecast period owing to the increasing investment for the development of holographic films. For instance, in November 2021, DigiLens raised US$ 500 million from Samsung Electronics to develop augmented reality smart glasses. DigiLens' premiere product is a holographic waveguide display that contains a thin-film, laser-etched photopolymer embedded with microscopic holograms of mirror-like optics.

Among regions, North America and Asia Pacific are expected to witness robust growth in the holographic films market due to the increasing demand for holographic films, growing trend of anti-counterfeiting packaging, introduction of new and innovative products, and rapid growth of the packaging industry. For instance, according to the Indian Institute of Packaging (IIP), the packaging industry is expected to reach US$ 204.81 billion by 2025 from US$ 50.5 billion in 2019 at 26.7% annually.

Market Taxonomy

By Film Type

Transparent
Metallized

By Material Type

Biaxially Oriented Polyethylene Terephthalate (BOPET)
Biaxially Oriented Poly Propylene Films (BOPP)
Poly Vinyl Chloride (PVC)
Others

By Application

Decorative
Anti-counterfeit

By Offering

Generic
Customized

By End-use

Lamination

Thermal
Cold
Hot

Printing

Flexography
Gravure
Offset
Screen

Digital
Others

By End-use Industry

Fast Moving Consumer Goods (FMCG)
Food & Beverages
Pharmaceuticals
Cosmetic
Textile
Others

By Region

North America
Europe
Latin America
Middle East & Africa
Asia Pacific

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» Innovations in Technology

» Report in Depth

» Scenarios from the Past and the Present

» Opportunities in the Market

» Extensive Product Line

» Strong Industry Concentration

» Dynamics of Growth

» Research Methodology for Value Chain Analysis that is Reliable

Finally, the report includes a growth strategy for the industry, a data source, research findings, an appendix, and a conclusion. To deconstruct the market, the report looks at the manufacturing process, market competitors, seller and merchant classification, innovation implementation, and business growth strategies. Customers' concerns about future plans and actions to compete with other market participants will be alleviated by all of these details. The latest market gains are also displayed.

Key Reasons to Purchase the Holographic Films Market Report :

□The report is chock-full of data, including market dynamics and future prospects.
□ The segments and sub-segments include quantitative, qualitative, value (USD Million), and volume (Units Million) data.
□ At the regional, sub-regional, and country levels, data on demand and supply forces, as well as their impact on the market, can be found.
□ The competitive landscape has shifted dramatically in the last three years as a result of new developments, strategies, and market share gains by key players.
□ Companies that offer a diverse range of products as well as financial data, current events, SWOT analyses, and strategies.

Holographic Films Market insights will increase the revenue impact of businesses in a variety of industries:

» Providing a framework for evaluating the appeal of various products/solutions/technologies in the Holographic Films Market; assisting stakeholders in identifying key problem areas related to their global Holographic Films market consolidation strategies; and providing solutions.

» Investigating the implications of shifting regulatory dynamics in areas where businesses want to expand.

» Assists businesses in making smooth transitions by providing knowledge of disruptive technology trends.

» Assisting leading businesses in recalibrating their strategies to stay ahead of their competitors and peers.

» Key words: market supply-side analysis, as well as insights into promising synergies for top players vying for market leadership.

» Recently conducted market research A Holographic Films market survey, which covers 20+ countries and key categories, also provides an outlook.

» Market drivers, trends, and influencing factors, as well as insights and forecasts, are all included in the study.

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□ What innovative technology trends should we expect in the next seven years?
□ Which sub-segment do you think will grow the fastest during the forecast period?
□ Which region is expected to have the largest market share by 2028?
□ What organic and inorganic strategies are companies using to increase market share?

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