

E-Paper Display Market Set to Witness an Uptick During 2020 To 2030

E-Paper Display Market Expected to Reach \$9.5 Billion by 2030 — Allied Market Research

WILMINGTON, DE, UNITED STATES, August 12, 2025 /EINPresswire.com/ -- Allied Market Research, titled "[E-Paper Display Market](#)," estimates the e-paper display market size to be valued at \$1.6 billion in 2020 and is estimated to reach \$9.5 billion by 2030, growing at a CAGR of 17.3% from 2021 to 2030.

After the vast proliferation of electronic paper display technology into e-readers, EPDs are now finding new application areas, such as electronic shelf labels, information signage, architecture, and wearable technology. Electronic shelf labels are one of the fastest-developing application segments for these displays.



The electronic paper display market is growing due to tech advancements, eco-friendliness from low energy use, and expanding application areas."

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The major factors that boost the global e-paper display market growth include the ongoing technological advances in e-paper screens, emerging application areas, positive environmental impact, and the advantages provided by e-paper display over other display technologies. In addition, the lower cost involved in manufacturing large e-paper

displays and the efforts towards integration of e-paper with flexible electronics are anticipated to supplement the market growth. However, the low refresh rate of electronic paper displays and the absence of multiple colors limit the market growth.

The e-paper display market analysis is provided based on product, application, and geography. The product segment is classified into auxiliary displays, e-readers, electronic shelf labels, and others. The application segment includes consumer & wearable electronics, institutional, media



& entertainment, retail, and others. Region-wise, the [e-paper display market trends](#) are analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, UK, France, and rest of Europe), Asia-Pacific (China, Japan, South Korea, India, and the rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa).

The e-readers segment accounted for the major market share in 2020 and is expected to maintain a similar trend during the forecast period. This is attributed to the wide adoption of e-readers in established as well as developing economies, owing to the growth of web-based learning and digital shelf labels, followed by others products category, which includes smartcards, cabinet lock readers, and information signage holding the second and third largest market reading habits. Electro shares respectively in 2020.

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Competitive Analysis:

The E-Paper Display industry's key market players adopt various strategies such as product launch, product development, collaboration, partnership, and agreements to influence the market. It includes details about the key players in the market's strengths, product portfolio, market size, and share analysis, operational results, and market positioning.

Some of the major key players in the global E-Paper Display Market include,

Pervasive Displays Inc.
Cambrios Technologies Corporation
Liquavista B.V. (Amazon)
LG Electronics Inc.
Guangzhou OED Technology Inc.
E Ink Corporation
Samsung Electronics Co., Ltd.
GDS Holding S.r.l.
Plastic Logic
CLEARink Displays, Inc.

Geographically, North America accounted for the majority share in the e-paper display industry in 2020, with an anticipation to reach \$2.6 billion by 2030, maintaining the lead during the forecast period. The high rate of adoption and higher disposable income of the North American population are some of the factors that are expected to enable the region to dominate the e-paper display market during the forecast period. Asia-Pacific, followed by LAMEA, is expected to grow at relatively higher CAGRs, owing to the presence of ample growth opportunities in terms of technology adoption and possible investment prospects in these regions.

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Key Findings of the Study

- In 2020, the e-readers segment generated the highest revenue, accounting for over 50% of the global e-paper display market share.
- The auxiliary displays segment is expected to grow at the highest CAGR of 21.2% from 2021 to 2030.
- North America held the majority of the market share in 2020, and Asia-Pacific is anticipated to exhibit the highest CAGR during the forecast period.

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