

## **Privacy Filters - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Privacy Filters Market size is estimated at USD 1.38 billion in 2025, and is expected to reach USD 2.53 billion by 2030, at a CAGR of 12.9% during the forecast period (2025-2030).

#### Key Highlights

- With the expanding service and application of smart connected devices, such as laptops, smartphones, desktops, and tablets, in companies and enterprises, security problems are also increasing. Visual hacking, one of the most common and traditional hacking techniques, is one such threat. It allows workers to spy on confidential company information anytime they leave the office.
- Data security becomes more critical as more firms transition to digital processes. Business representatives or IT experts who work with or have access to susceptible data belonging to a company or client may occasionally be required to travel or access the data in public locations, expanding the risk of sensitive data exposure.
- Unauthorized eyes may view the data displayed on a laptop, monitor, or tablet. While antivirus software, encryption, and authentication are the mainstays of traditional data security, physical screen privacy could play a noteworthy role in a comprehensive data protection program.
- Advanced online payment processes also necessitate privacy filters. Sensitive information on the screen displaying passwords and PINs can be picked up by onlookers and used later for malicious activities. Personal data, like messages, chats, pictures, and contacts, must be protected in an exposed environment, driving the demand for privacy filters.
- The prevalence of screen filters is simple to apply and remove. They are available as clip-ons or in magnetic form for monitors. Detachable adhesive privacy filters are widely available for tablets, laptops, and smartphones that adhere to the screen, similar to a typical screen protector; however, the lack of knowledge is a significant barrier to the market's overall growth.
- The typical workplace has evolved post-COVID-19. Sensitive information shown on computer displays is more vulnerable to

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wandering eyes because many employees choose to work from areas outside of the workplace. Privacy filters are an affordable and straightforward way to prevent visual hackers and pry eyes from seeing critical screen information. This is expected to contribute to the demand for privacy filters during the forecast period.

## Electronic Filters Market Trends

### Financial Institutions Are Expected to Hold a Major Share

- The need for electronic filters will grow significantly in financial institutions over the coming years. With rising customer security sensitivity, growing data breaches, and an increasingly complex legal and regulatory environment, consumer data needs to be protected while stored, transferred, and viewed. Consumer data protection and internal financial statements are becoming essential in financial institutions, driving the need for electronic filters.
- Financial institutions are continuously discovering new ways to use and access data to rescue customers and the company, serve customers better, and find new revenue sources. In this new era, bankers have greater customer data access than ever.
- However, as this data lake widens, critical privacy issues arise, and visual privacy becomes increasingly difficult to control. Electronic filters offer visual privacy to protect data, thus finding significant applications in financial institutions. According to Kroll's data, the finance sector recorded 27% of data breaches in 2023, compared to 19% in 2022. Thus, companies invest in data protection to prevent data exploitations.
- Banks and other financial institutions worldwide are under increasing scrutiny to ensure they have the appropriate security measures in place, especially in the wake of the numerous high-profile data breaches that have occurred over the past few years. Privacy filters are ideal for adding security to personal and confidential information on a computer display.
- Further, to remain compliant with data protection regulations and protect sensitive financial data, banks and financial institutions ensure visual privacy in several key areas. Various market vendors, such as 3M, are capitalizing on this opportunity and offering filters that provide visual privacy on monitors, laptops, and mobile devices, preventing sensitive client, customer, and financial organization data from being exposed to visual hackers.

### Asia-Pacific is Expected to Register the Fastest Growth

- The growth in globalization has increased the focus on existing data privacy rules across Asia-Pacific. Over the past year, several Asian nations amended, released, or reviewed their data privacy regulations and frameworks.
- In addition to cyber hacking, visual hacking has increased, where hackers capture data using cameras. Hackers can quickly obtain sensitive information from a computer or tablet screen simply by capturing an image of the screen. It has become a significant concern, especially in developing countries like China, India, Sri Lanka, Korea, and other Southeast Asian nations. Physicians collect more than health information in healthcare. Healthcare professionals should be conscientious when dealing with personal and financial information, such as social security numbers.
- Furthermore, countries like China, Korea, Japan, and Taiwan are critical laptop and smartphone manufacturers. Smartphones are a primary catalyst behind Asia's digital growth, connecting millions, launching social networks at scale, and spurring e-commerce and large-scale digital transactions.
- The sales volume of smartphone manufacturing in Southeast Asian countries has been on an upward trend in recent years, especially in Thailand and Vietnam, where continued economic growth has contributed to the rapid development of smartphone manufacturing sales volume.
- The support for 5G expansion is increasing, which is expected to eventually boost market growth in the region. Telecom regulatory bodies and government authorities in South Korea, Japan, Australia, China, and Taiwan have launched national 5G

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strategies or action plans, sharing the vision and guidelines to establish 5G ecosystems.

- These regulations are boosting the growth of smartphones. With more smartphones, the demand for privacy filters is also increasing as most of the critical data and information are available nowadays on these devices.

## Electronic Filters Industry Overview

The privacy filter market is semi-consolidated due to the constant increase in demand for consumer privacy filters, leading to higher production. Moreover, players are competing among themselves with product innovation and low prices. The key players in the market include 3M Company, Targus Inc., Tech Armor, and DMC Co. Ltd.

- August 2024: Rain Technology launched its Laptop Switchable Privacy. Targeted at tier-one manufacturers like Apple, Dell, HP, Huawei, and Lenovo, Laptop Switchable Privacy allows users to switch between Share Mode and Privacy Mode and control the visibility of their screens to those around them. This product is expected to be of particular interest to enterprises that enforce IT policies and consumers who want to protect personal data in public spaces.
- May 2024: Dell introduced a comprehensive portfolio of Copilot+ AI PCs. This is expected to bring new transformative AI experiences to consumers and professionals, enhancing productivity. The new Windows Studio effects help adjust lighting and offer new creative filters to accelerate call collaboration.

## Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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