

Report Information

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Solar Control Window Films Market Research Report – Global Forecast till 2030

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Description:

Global Solar Control Window Films Market Overview

Solar Control Window Films Market Size was valued at USD 3.5 billion in 2022. The Solar Control Window Films market is projected to grow from USD3.836 Billion in 2023 to USD 6.6487 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 9.60% during the forecast period (2023 - 2030). Reducing carbon footprints, the growing construction industry, and Growing concerns regarding UV protection are key market drivers enhancing market growth.

Global Solar Control Window Films Market

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Solar Control Window FilmsMarket Trends

Increasing Demand from Construction Industry boosts the market growth

Solar control window films are used in the construction sector because they reflect the heat from solar radiation and maintain a comfortable ambiance regarding the temperature inside the structure or building. Due to their transparency, these films or tints can be laminated on the glass surfaces in the buildings. The other function of these films will be to hold the glass pieces together even after the occurrence of some cracks. Under construction, solar control window films are mostly used in commercial and residential buildings. Construction spending in regions like Asia-Pacific, the Middle East & Africa is increasing, and the construction market is expected to grow market CAGR over the forecast period. Moreover, in North America, especially the United States, the construction market has grown during the past years, increasing the Region's solar control window film demand.

Additionally, Solar control window films are used in the construction sector because they reflect the heat from solar radiation and maintain a comfortable ambiance regarding the temperature inside the structure or building. Due to their transparency, these films or tints can be laminated on the glass surfaces in the buildings. The other function of these films will be to hold the glass pieces together even after the occurrence of some cracks. Under construction, solar control window films are mostly used in commercial and residential buildings. Construction spending in regions like Asia-Pacific, the Middle East & Africa is increasing, and the construction market is expected to grow over the forecast period. Moreover, in North America, especially the United States, the construction market has grown during the past years and has increased the solar control window films market revenue.

Solar Control Window Films Market Segment Insights

Solar Control Window FilmsType Insights

The solar control window films market segmentation is based on type including dyed, vacuum, and clear. The vacuum segment dominated the market; Extreme weather conditions in this country have propelled people to install vacuum-coated solar control window films, which reflect the sun away from the building or vehicle. Dyed films, most used in the automotive segment, are expected to witness increased demand due to the growing automotive industry in the U.S. These films also find applications in the construction sector, particularly in tropical regions.

Solar Control Window Films Absorber Type Insights

The solar control window films market segmentation, based on absorber type, includes organic, Inorganic, and Metallic. The organic segment dominated the market. The increased protection against glass shards, availability of thick interfaces, and high durability will likely stimulate segment revenue.

Solar Control Window Films Application Insights

Based on application, the solar control window films market data includes construction, automotive & transportation, marine, and decorative. The construction segment dominated the market. The growing population and increasing per capita income have driven the construction industry ly. Solar control window films have many advantages in the construction sector. Blocking harmful UV rays prevents people from contracting skin disorders and improves employees' productivity in offices. The automotive industry was severely affected by the coronavirus pandemic. However, since then, it has gained momentum and has been on an upward surge. With growing temperatures, applying solar control films on the windows of vehicles has become even more important. They block harmful UV and infrared radiation from entering the car. This keeps the car cool and avoids fading of the interiors, such as the dashboard and seat covers of cars. Also, solar control window films avoid glare and reflection of lights even at night while driving.

Figure1: Solar Control Window Films Market, by Application, 2022& 2030(USD billion)

Solar Control Window FilmsMarket, by Application, 2022& 2030(USD billion)

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Solar Control Window Films Regional Insights

By Region, the study provides market insights into North America, Europe, Asia-Pacific, and the Rest of the World. The North American solar control window films market will dominate this market. The construction industry in this Region is witnessing an upward surge because of lenient lending policies. The residential construction sector's recovery will boost the Region's market growth.

Further, the major countries studied in the market report are The U.S., Canada, German, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure2: SOLAR CONTROL WINDOW FILMS MARKET SHARE BY REGION 2022 (%)

SOLAR CONTROL WINDOW FILMS MARKET SHARE BY REGION 2022 (%)

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Europe's solar control window films market accounts for the second-largest market share due to the reduced carbon footprints, growing construction industry, and growing concerns regarding UV protection. Further, the German solar control window films market held the largest market share, and the UK solar control window films market was the fastest-growing market in the European Region.

The Asia-Pacific solar control window films market is expected to grow at the fastest CAGR from 2023 to 2030. This is because the market in this Region is driven by growing construction spending, a high temperature generally throughout the year, and the growing automotive industries. Moreover, China'ssolar control window films market held the largest market share, and the Indiansolar control window films market was the fastest-growing market in the Asia-Pacific region.

Solar Control Window FilmsKey Market Players& Competitive Insights

Leading market players are investing heavily in research and development to expand their product lines, which will help the solar control window films market grow even more. Market participants are also undertaking various strategic activities to expand their footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. The solar control window films industry must offer cost-effective items to expand and survive in a more competitive and rising market climate.

Manufacturing locally to minimize operational costs is one of the key business tactics manufacturers use in the Solar control window films industry to benefit clients and increase the market sector. In recent years, the solar control window films industry has offered some of the most significant advantages to medicine. Major players in the solar control window Filmsmarket, including 3M (US), The Window Film Company (UK), Eastman Chemical Company (US), Garware Suncontrol (India), Avery Dennison Corporation (US), Saint-Gobain (France), Madico Inc (US), Solar Screen International SA (Luxembourg), Johnson Laminating & Coating Inc (US), NEXFILUSA (US) and others, are attempting to increase market demand by investing in research and development operations.

Since being founded in 1998, the Window Film Company has forged a hard-earned reputation as an industry leader in the supply and installation of window film and printed graphics. They deal with window film—a lot of it. We supply and install products nationwide and offer our high-performance films via an unrivaled online DIY store. Our products can be used for decoration, solar control, privacy, safety, security, glare and fade reduction, and even bomb-blast protection. We offer the most advanced, reliable, and high-performing products, allied with award-winning customer service. It's a powerful combination. The window film company announced it had completed printing and installing a striking set of bespoke graphics at a South London nursery. As a privacy solution, the printed window film was needed to block the view and make the large building look bright and inviting.

Madico is one of the world's leading laminating and coating solutions manufacturers. We provide high-performance, complex, multi-layer films engineered to exceed customer expectations. Madico offers various films for various applications, all tested and proven through thousands of installations worldwide. All Madico films are scratch-resistant, long-lasting, and backed by a strong manufacturer's warranty. Madico's Specialty Films division offers film and coating solutions to the needs of glass OEMs, the security industry, and other market segments. With more than 40 years of precision coating and laminating experience, the Contract Coating group can offer outstanding toll/contracting manufacturing services. Madico Inc. purchased Midwest Marketing, Inc's distribution business.

Key Companies in the solar control window films market include

- 3M (US)
- The Window Film Company (UK)
- Eastman Chemical Company (US)
- Garware Suncontrol (India)

- Avery Dennison Corporation (US)
- Saint-Gobain (France)
- Madico Inc (US)
- Solar Screen International SA (Luxembourg)
- Johnson Laminating & Coating Inc (US)
- NEXFILUSA (US)

Solar Control Window Films Industry Developments

August 2022: The window film company announced it had completed printing and installing a striking set of bespoke graphics at a South London nursery. As a privacy solution, the printed window film was needed to block the view and make the large building look bright and inviting.

March 2021: Solarvolt™ building – Vitro Architectural Glass launched integrated photovoltaic (BIPV) glass modules.

August 2018: Madico Inc. purchased Midwest Marketing, Inc's distribution business.

Solar Control Window Films Market Segmentation

Solar Control Window Films Type Outlook

- Dyed
- Vacuum
- Clear

Solar Control Window Films Absorber Type Outlook

- Organic
- Inorganic
- Metallic

Solar Control Window Films Regional Outlook

- North America
 - US
 - Canada
- Europe
 - Germany
 - France
 - UK
 - Italy
 - Spain
 - Rest of Europe
- Asia-Pacific
 - China
 - Japan
 - India
 - Australia
 - South Korea

- Australia
- Rest of Asia-Pacific
- Rest of the World
 - Middle East
 - Africa
 - Latin America

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