

Global Automotive Smart Window Market Size study & Forecast, by Technology (Electrochromic (EC), Polymer Dispersed Liquid Device (PDLC), Suspended Particle Device (SPD)), by Type (OLED Glass, Self-dimming Window, Self-Repairing), by Vehicle Type (Light Commercial Vehicles, Medium and Heavy Commercial Vehicles, Passenger Cars) and Regional Analysis, 2023-2030

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Abstracts

Global Automotive Smart Window Market is valued at approximately USD 1.68 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 20.1% over the forecast period 2023-2030. Automotive Smart Windows are an innovative technology designed to enhance the functionality and comfort of vehicles while also improving their energy efficiency. These windows are typically made with special materials or coatings that can change their opacity or tint in response to various factors such as sunlight, temperature, or user preferences. The Automotive Smart Window market is expanding because of factors such as the surge in demand for electric and hybrid vehicles, high demand from the passenger car segment, and rising demand for ADAS in automobiles.

The global automotive industry is undergoing a significant transformation towards electrification, with numerous automakers increasingly focusing on electric vehicle (EV) production. As EVs gain traction due to their environmental benefits and improved performance, automakers are striving to enhance the overall driving experience, which includes integrating advanced technologies such as smart windows. Smart windows in EVs not only enhance the vehicle's aesthetics and also contribute to energy efficiency by reducing the need for air conditioning, thus extending the driving range on a single

charge. The International Energy Agency states that there were more than 16.5 million electric vehicles in use worldwide in 2021, an increase of 61% is 10.2 million units in the year 2020. Moreover, the U.S. Environmental Protection Agency announced new exhaust pollution limits in April 2023, mandating that 67% of newly registered vehicles in the U.S. be all-electric by 2032. In addition, as per Statista, in 2022, 57.5 million passenger automobiles were sold, representing a 1.9% increase year on year. In 2022, Chinese travelers purchased approximately 23.56 million passenger cars. Thus, the rising demand and adoption of electric vehicles and passenger cars are driving the market growth. Moreover, rising demand for advanced vehicle features and rising technological advancement are creating new opportunities for the market. However, the high cost of automotive smart windows stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Automotive Smart Window Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. In 2022, the Asia Pacific region exhibited market dominance driven by several factors, including the increasing embrace of electric vehicles, heightened government efforts to encourage electric vehicle telematics adoption and advancements in technology. Conversely, Europe is anticipated to witness substantial market growth, primarily due to the burgeoning automotive industry, robust government initiatives aimed at fostering electric vehicle adoption, and a growing emphasis on investments in connectivity and IoT integration within electric vehicles across the region.

Major market player included in this report are:

Corning Incorporated

Gentex Corporation

Hitachi, Ltd

Pleotint LLC

PPG Industries

RavenWindow

Saint gobain View, Inc

AGC INC.

Research Frontiers Inc.

Gauzy Ltd.

Recent Developments in the Market:

In May 2022, AGC, Inc. introduced a novel panoramic roof featuring a low e-coating, designed to create an expansive and airy cabin atmosphere while effectively preserving a comfortable interior temperature. This innovation harnesses the exceptional solar control and enhanced heat insulation capabilities of Low-E coating technology, making it a valuable addition to the automotive industry.

In April 2022, Audi revealed a collaborative venture with Reiling Glas Recycling, Saint-Gobain Glass, and Saint-Gobain Sekurit for an upcoming pilot initiative aimed at transforming standard window glass into smart windows.

Global Automotive Smart Window Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Technology, Type, Vehicle Type, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Technology:

Electrochromic (EC)

Polymer Dispersed Liquid Device (PDLC)

Suspended Particle Device (SPD)

By Type:

OLED Glass

Self-dimming Window

Self-Repairing

By Vehicle Type:

Light Commercial Vehicles

Medium and Heavy Commercial Vehicles

Passenger Cars

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1. Automotive Smart Window Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2. Automotive Smart Window Market, by Technology, 2020-2030 (USD Billion)
 - 1.2.3. Automotive Smart Window Market, by Type, 2020-2030 (USD Billion)
 - 1.2.4. Automotive Smart Window Market, by Vehicle Type, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL AUTOMOTIVE SMART WINDOW MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL AUTOMOTIVE SMART WINDOW MARKET DYNAMICS

- 3.1. Automotive Smart Window Market Impact Analysis (2020-2030)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Surge in demand for electric and hybrid vehicles
 - 3.1.1.2. High demand from passenger car segment
 - 3.1.1.3. Rising demand for ADAS in automobiles.
 - 3.1.2. Market Challenges
 - 3.1.2.1. High cost of automotive smart window
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Rising Demand for Advanced Vehicle Features
 - 3.1.3.2. Rising technological advancement

CHAPTER 4. GLOBAL AUTOMOTIVE SMART WINDOW MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL AUTOMOTIVE SMART WINDOW MARKET, BY TECHNOLOGY

- 5.1. Market Snapshot
- 5.2. Global Automotive Smart Window Market by Technology, Performance - Potential Analysis
- 5.3. Global Automotive Smart Window Market Estimates & Forecasts by Technology 2020-2030 (USD Billion)
- 5.4. Automotive Smart Window Market, Sub Segment Analysis
 - 5.4.1. Electrochromic (EC)
 - 5.4.2. Polymer Dispersed Liquid Device (PDLC)
 - 5.4.3. Suspended Particle Device (SPD)

CHAPTER 6. GLOBAL AUTOMOTIVE SMART WINDOW MARKET, BY TYPE

- 6.1. Market Snapshot
- 6.2. Global Automotive Smart Window Market by Type, Performance - Potential

Analysis

6.3. Global Automotive Smart Window Market Estimates & Forecasts by Type
2020-2030 (USD Billion)

6.4. Automotive Smart Window Market, Sub Segment Analysis

6.4.1. OLED Glass

6.4.2. Self-dimming Window

6.4.3. Self-Repairing

CHAPTER 7. GLOBAL AUTOMOTIVE SMART WINDOW MARKET, BY VEHICLE TYPE

7.1. Market Snapshot

7.2. Global Automotive Smart Window Market by Vehicle Type, Performance - Potential
Analysis

7.3. Global Automotive Smart Window Market Estimates & Forecasts by Vehicle Type
2020-2030 (USD Billion)

7.4. Automotive Smart Window Market, Sub Segment Analysis

7.4.1. Light Commercial Vehicles

7.4.2. Medium and Heavy Commercial Vehicles

7.4.3. Passenger Cars

CHAPTER 8. GLOBAL AUTOMOTIVE SMART WINDOW MARKET, REGIONAL ANALYSIS

8.1. Top Leading Countries

8.2. Top Emerging Countries

8.3. Automotive Smart Window Market, Regional Market Snapshot

8.4. North America Automotive Smart Window Market

8.4.1. U.S. Automotive Smart Window Market

8.4.1.1. Technology breakdown estimates & forecasts, 2020-2030

8.4.1.2. Type breakdown estimates & forecasts, 2020-2030

8.4.1.3. Vehicle Type breakdown estimates & forecasts, 2020-2030

8.4.2. Canada Automotive Smart Window Market

8.5. Europe Automotive Smart Window Market Snapshot

8.5.1. U.K. Automotive Smart Window Market

8.5.2. Germany Automotive Smart Window Market

8.5.3. France Automotive Smart Window Market

8.5.4. Spain Automotive Smart Window Market

8.5.5. Italy Automotive Smart Window Market

- 8.5.6. Rest of Europe Automotive Smart Window Market
- 8.6. Asia-Pacific Automotive Smart Window Market Snapshot
 - 8.6.1. China Automotive Smart Window Market
 - 8.6.2. India Automotive Smart Window Market
 - 8.6.3. Japan Automotive Smart Window Market
 - 8.6.4. Australia Automotive Smart Window Market
 - 8.6.5. South Korea Automotive Smart Window Market
 - 8.6.6. Rest of Asia Pacific Automotive Smart Window Market
- 8.7. Latin America Automotive Smart Window Market Snapshot
 - 8.7.1. Brazil Automotive Smart Window Market
 - 8.7.2. Mexico Automotive Smart Window Market
- 8.8. Middle East & Africa Automotive Smart Window Market
 - 8.8.1. Saudi Arabia Automotive Smart Window Market
 - 8.8.2. South Africa Automotive Smart Window Market
 - 8.8.3. Rest of Middle East & Africa Automotive Smart Window Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Company
 - 9.1.2. Company
 - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Corning Incorporated
 - 9.3.1.1. Key Information
 - 9.3.1.2. Overview
 - 9.3.1.3. Financial (Subject to Data Availability)
 - 9.3.1.4. Product Summary
 - 9.3.1.5. Recent Developments
 - 9.3.2. Gentex Corporation
 - 9.3.3. Hitachi, Ltd
 - 9.3.4. Pleotint LLC
 - 9.3.5. PPG Industries
 - 9.3.6. RavenWindow
 - 9.3.7. Saint gobain View, Inc
 - 9.3.8. AGC INC.
 - 9.3.9. Research Frontiers Inc.
 - 9.3.10. Gauzy Ltd.

CHAPTER 10. RESEARCH PROCESS

10.1. Research Process

10.1.1. Data Mining

10.1.2. Analysis

10.1.3. Market Estimation

10.1.4. Validation

10.1.5. Publishing

10.2. Research Attributes

10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Automotive Smart Window Market, report scope

TABLE 2. Global Automotive Smart Window Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3. Global Automotive Smart Window Market estimates & forecasts by Technology 2020-2030 (USD Billion)

TABLE 4. Global Automotive Smart Window Market estimates & forecasts by Type 2020-2030 (USD Billion)

TABLE 5. Global Automotive Smart Window Market estimates & forecasts by Vehicle Type 2020-2030 (USD Billion)

TABLE 6. Global Automotive Smart Window Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7. Global Automotive Smart Window Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8. Global Automotive Smart Window Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9. Global Automotive Smart Window Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10. Global Automotive Smart Window Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11. Global Automotive Smart Window Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12. Global Automotive Smart Window Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13. Global Automotive Smart Window Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14. Global Automotive Smart Window Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15. Global Automotive Smart Window Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 17. U.S. Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 18. U.S. Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

- TABLE 19. Canada Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 20. Canada Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 21. Canada Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 22. UK Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 23. UK Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 24. UK Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 25. Germany Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 26. Germany Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 27. Germany Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 28. France Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 29. France Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 30. France Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 31. Italy Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 32. Italy Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 33. Italy Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 34. Spain Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 35. Spain Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 36. Spain Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)
- TABLE 37. RoE Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)
- TABLE 38. RoE Automotive Smart Window Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 39. RoE Automotive Smart Window Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 40. China Automotive Smart Window Market estimates & forecasts, 2020-2030

(USD Billion)

TABLE 41. China Automotive Smart Window Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 42. China Automotive Smart Window Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 43. India Automotive Smart Window Market estimates & forecasts, 2020-2030

(USD Billion)

TABLE 44. India Automotive Smart Window Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 45. India Automotive Smart Window Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 46. Japan Automotive Smart Window Market estimates & forecasts, 2020-2030

(USD Billion)

TABLE 47. Japan Automotive Smart Window Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 48. Japan Automotive Smart Window Market estimates & forecasts by segment

2020-2030 (USD Billion)

TABLE 49. South Korea Automotive Smart Window Market estimates & forecasts,

2020-2030 (USD Billion)

TABLE 50. South Korea Automotive Smart Window Market estimates & forecasts by

segment 2020-2030 (USD Billion)

TABLE 51. South Korea Automotive Smart Window Market estimates & forecasts by

segment 2020-2030 (USD Billion)

TABLE 52. Australia Automotive Smart Window Market estimates & forecasts,

2020-2030 (USD Billion)

TABLE 53. Australia Automotive Smart Window Market estimates & forecasts by

segment 2020-2030 (USD Billion)

TABLE 54. Australia Automotive Smart Window Market estimates & forecasts by

segment 2020-2030 (USD Billion)

TABLE 55. RoAPAC Automotive Smart Window Market estimates & forecasts,

2020-2030 (USD Billion)

TABLE 56. RoAPAC Automotive Smart Window Market estimates & forecasts by

segment 2020-2030 (USD Billion)

TABLE 57. RoAPAC Automotive Smart Window Market estimates & forecasts by

segment 2020-2030 (USD Billion)

TABLE 58. Brazil Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 59. Brazil Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Brazil Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61. Mexico Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 62. Mexico Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. Mexico Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64. RoLA Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 65. RoLA Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66. RoLA Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67. Saudi Arabia Automotive Smart Window Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 68. South Africa Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69. RoMEA Automotive Smart Window Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 70. 12. List of secondary sources, used in the study of global Automotive Smart Window Market

TABLE 71. 12. List of primary sources, used in the study of global Automotive Smart Window Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Automotive Smart Window Market, research methodology
- FIG 2. Global Automotive Smart Window Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Automotive Smart Window Market, key trends 2022
- FIG 5. Global Automotive Smart Window Market, growth prospects 2023-2030
- FIG 6. Global Automotive Smart Window Market, porters 5 force model
- FIG 7. Global Automotive Smart Window Market, pest analysis
- FIG 8. Global Automotive Smart Window Market, value chain analysis
- FIG 9. Global Automotive Smart Window Market by segment, 2020 & 2030 (USD Billion)
- FIG 10. Global Automotive Smart Window Market by segment, 2020 & 2030 (USD Billion)
- FIG 11. Global Automotive Smart Window Market by segment, 2020 & 2030 (USD Billion)
- FIG 12. Global Automotive Smart Window Market by segment, 2020 & 2030 (USD Billion)
- FIG 13. Global Automotive Smart Window Market by segment, 2020 & 2030 (USD Billion)
- FIG 14. Global Automotive Smart Window Market, regional snapshot 2020 & 2030
- FIG 15. North America Automotive Smart Window Market 2020 & 2030 (USD Billion)
- FIG 16. Europe Automotive Smart Window Market 2020 & 2030 (USD Billion)
- FIG 17. Asia pacific Automotive Smart Window Market 2020 & 2030 (USD Billion)
- FIG 18. Latin America Automotive Smart Window Market 2020 & 2030 (USD Billion)
- FIG 19. Middle East & Africa Automotive Smart Window Market 2020 & 2030 (USD Billion)

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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