

Global Solar Highway Market Size Study & Forecast, by Product Type (Solar Panels, Solar Modules) and Application (Highways, Street Lighting) and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/G86C656F05F7EN.html>

Date: January 2026

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G86C656F05F7EN

Abstracts

The Global Solar Highway Market is valued at approximately USD 1.58 billion in 2024 and is projected to expand at a remarkable compound annual growth rate of 25.93% over the forecast period of 2025–2035, with Historical Data anchored in 2023 and 2024 and 2024 serving as the Base Year for Estimation. Solar highways represent a next-generation infrastructure concept where transportation networks are reimagined as decentralized clean-energy assets. By embedding solar technologies into roads, highways, and adjacent infrastructure, governments and private stakeholders are actively turning passive transport corridors into revenue-generating, sustainable energy systems that align economic growth with climate commitments.

The market's rapid acceleration is being powered by a convergence of sustainability mandates, smart-city investments, and aggressive renewable energy targets being rolled out across developed and emerging economies alike. As policymakers double down on carbon-neutral infrastructure and energy security, solar highway projects are increasingly being rolled out as pilot programs before scaling into national deployment strategies. Technological breakthroughs in durable solar panels, load-bearing solar tiles, and intelligent traffic signaling systems have further pushed adoption forward, while public–private partnerships are being drawn into funding and execution models that help de-risk capital-intensive installations. Despite high upfront costs and regulatory complexity, the long-term operational savings and energy-generation potential continue to tilt the investment equation favorably through 2025–2035.

The detailed segments and sub-segments included in the report are:

By Product Type:

Solar Panels

Solar Modules

Solar Traffic Signals

Solar Power Tiles

By Application:

Highways

Parks

Street Lighting

Driveways

Parking Lots

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

From an application perspective, highways are expected to dominate the Global Solar Highway Market over the forecast horizon, capturing the largest share of deployment and investment. This dominance is driven by the sheer surface area highways offer, combined with their strategic importance in national infrastructure planning and renewable integration programs. Governments are increasingly leaning into highways as high-visibility platforms to showcase renewable innovation while offsetting energy consumption from lighting, signaling, and auxiliary systems. Meanwhile, applications such as parking lots and street lighting are steadily picking up pace, serving as modular, lower-risk entry points that allow municipalities to scale projects incrementally.

In terms of revenue contribution, solar panels and solar modules currently lead the market, accounting for the bulk of installed capacity and capital spending. These components form the backbone of solar highway systems, benefitting from continuous efficiency improvements, declining production costs, and enhanced durability designed to withstand heavy loads and harsh environmental conditions. Solar power tiles, although at a comparatively earlier stage of commercialization, are emerging as the fastest-growing segment, propelled by innovation-driven pilots and rising confidence in their structural resilience and aesthetic integration within urban landscapes.

The key regions considered for the Global Solar Highway Market include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. Europe has positioned itself as an early adopter, supported by strong regulatory backing, climate-forward infrastructure policies, and successful pilot installations across countries such as France and Germany. North America follows closely, driven by federal renewable targets and smart transportation initiatives. Asia Pacific is anticipated to witness the fastest growth throughout the forecast period, as rapid urbanization, expanding highway networks, and aggressive renewable investments in China and India create fertile ground for large-scale deployment. Meanwhile, the Middle East & Africa are gradually entering the market through sustainability-led megaprojects and diversification strategies beyond hydrocarbons.

Major market players included in this report are:

First Solar, Inc.

Trina Solar Limited

Canadian Solar Inc.

Hanwha Q CELLS Co., Ltd.

SunPower Corporation

JA Solar Technology Co., Ltd.

LONGi Green Energy Technology Co., Ltd.

Tesla, Inc.

Siemens AG

ABB Ltd.

Schneider Electric SE

Enel Green Power S.p.A.

Engie SA

Vivint Solar, Inc.

Sunrun Inc.

Global Solar Highway Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

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

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

Customization Scope - Free report customization (equivalent to up to 8 analysts' 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 and countries in recent years and to forecast the values for the coming years. The report is structured to blend quantitative forecasting with qualitative insight, enabling stakeholders to understand how policy alignment, infrastructure modernization, and technological maturity are collectively shaping market trajectories. It also maps competitive strategies, emerging opportunities at the micro-market level, and potential risk factors that will influence investment decisions across the solar highway ecosystem.

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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