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Global Passive Daytime Radiative Cooling Materials Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Passive Daytime Radiative Cooling Materials market size was valued at US$ 22.16 million in 2025 and is forecast to a readjusted size of US$ 123 million by 2032 with a CAGR of 25.9% during review period.

Passive daytime radiative cooling (PDRC) materials are engineered surfaces?often films, paints, or coatings?that can lower their temperature under direct sunlight without consuming energy by balancing two optical properties: they reflect most incoming solar radiation (so they absorb very little heat from the sun) and they strongly emit thermal infrared radiation in the atmospheric ?transparent window? (roughly 8?13 ?m), allowing heat to radiate from the surface to the cold sky/outer space. When designed well and used on sky-facing surfaces, this combination can keep the material cooler than conventional surfaces and, under favorable weather (clear skies, low humidity, low wind), can even cool to below ambient air temperature. The average price of coating products is approximately US$6.29 per square meter, while the average price of film products is US$30 per square meter. Upstream sectors therefore span (1) materials: high-bandgap white pigments/fillers (e.g., BaSO?, CaCO?, TiO?), polymer binders/resins, solvents (for liquid systems), and additives for dispersion, rheology, UV stability, and anti-soiling; (2) substrates & converting: roof membranes, metal panels, plastics, fabrics, primers, adhesives, and packaging; and (3) manufacturing & QA: paint-making/dispersing, film extrusion/lamination or scalable coating processes (e.g., spray/roll/dip/phase-inversion approaches) plus optical/thermal metrology to verify reflectance/emittance consistency. Downstream, PDRC materials flow into construction and roofing (new build + retrofit roofs/facades), industrial assets (tanks, warehouses, cold-chain surfaces), and outdoor infrastructure/equipment (enclosures, transport

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surfaces), typically sold through coating/roofing distributors, contractors, and OEM partnerships; adoption is often gated by standard test metrics (solar reflectance, thermal emittance, and SRI) used in cool-surface procurement and specifications.

The market opportunity for PDRC materials is strongest where customers value a passive, no-electricity way to cut surface temperatures and reduce cooling loads/peak demand, and where procurement can be ?pulled through? existing cool-roof/cool-surface specification habits?but PDRC must prove incremental value beyond conventional high-reflectance coatings. Competition is therefore less about the basic physics (widely understood) and more about bankable field performance: maintaining high reflectance/emittance over time despite UV exposure, soiling, moisture, and real-world installation variability, with climate effects (humidity/cloud cover) and maintenance practices shaping realized benefits. Commercial winners tend to be those who can industrialize durable, standards-aligned products (including versions compatible with common roof systems and application methods), document performance with credible testing, and partner with established coatings/roofing channels?while R&D focus areas like anti-soiling, long-life binders, and scalable film/coating manufacturing determine how quickly PDRC moves from ?specialty? to mainstream building and infrastructure specifications.

This report is a detailed and comprehensive analysis for global Passive Daytime Radiative Cooling Materials market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Passive Daytime Radiative Cooling Materials market size and forecasts, in consumption value ($ Million), sales quantity (K Sqm), and average selling prices (US$/Sq m), 2021-2032

Global Passive Daytime Radiative Cooling Materials market size and forecasts by region and country, in consumption value ($ Million), sales quantity (K Sqm), and average selling prices (US$/Sq m), 2021-2032

Global Passive Daytime Radiative Cooling Materials market size and forecasts, by Type

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and by Application, in consumption value ($ Million), sales quantity (K Sqm), and average selling prices (US$/Sq m), 2021-2032

Global Passive Daytime Radiative Cooling Materials market shares of main players, shipments in revenue ($ Million), sales quantity (K Sqm), and ASP (US$/Sq m), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Passive Daytime Radiative Cooling Materials

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Passive Daytime Radiative Cooling Materials market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include SPACE COOL, Azure Era, i2Cool, MG Energy, Radi-Cool, CSCEC, Pirta, Cryox, 3M, AkzoNobel, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Passive Daytime Radiative Cooling Materials market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

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Paints

Films

Others

Market segment by Reflectivity

Reflectivity Greater Than 96%

Reflectivity Less Than 96%

Market segment by Color

White

Colored

Transparent

Market segment by Application

Construction Industry

Warehousing

Transportation Equipment

Energy and Power Facilities

Others

Major players covered

SPACE COOL

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Azure Era

i2Cool

MG Energy

Radi-Cool

CSCEC

Pirta

Cryox

3M

AkzoNobel

Aorun Advanced Materials

SKSHU Paint

Nippon Paint

Beixin Jiabaoli Coatings

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of

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Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Passive Daytime Radiative Cooling Materials product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Passive Daytime Radiative Cooling Materials, with price, sales quantity, revenue, and global market share of Passive Daytime Radiative Cooling Materials from 2021 to 2026.

Chapter 3, the Passive Daytime Radiative Cooling Materials competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Passive Daytime Radiative Cooling Materials breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026.and Passive Daytime Radiative Cooling Materials market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Passive Daytime Radiative Cooling Materials.

Chapter 14 and 15, to describe Passive Daytime Radiative Cooling Materials sales channel, distributors, customers, research findings and conclusion.

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