

Global Radiative Cooling Reflective Film Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Radiative Cooling Reflective Film market size is expected to reach \$ 70.58 million by 2032, rising at a market growth of 24.2% CAGR during the forecast period (2026-2032).

Radiative cooling reflective film is a specialized material designed to enhance the radiative heat dissipation of a surface, primarily through reflection of incoming solar radiation and efficient emission of infrared radiation into space. This film typically combines high reflectivity in the visible and near-infrared spectrums with high emissivity in the far-infrared range. The product currently has an annual sales volume of approximately 500,000 sqm and a price of approximately US\$28 per sqm.

Major global players in radiative cooling reflective films include SPACE COOL, Azure Era, MG Energy, i2Cool, Radi-Cool, 3M, and SVG Optoelectronics. It is projected that by 2024, the top five manufacturers will hold approximately 87.28% of the global market share (by revenue).

Currently, the radiative cooling reflective film market is dominated by China, with Chinese companies primarily collaborating with the government on large-scale projects such as grain silo renovations and airport upgrades. In contrast, while North American companies have made some progress in early R&D, they mainly focus on commercial and industrial applications. However, demand in these areas remains relatively low because lower-priced traditional reflective films are generally considered a more cost-effective alternative.

Furthermore, most customers in the industry prefer passive radiative cooling coatings to films. Coated products are significantly more cost-effective, with the additional cost per square meter not much higher than traditional coatings, making them the preferred choice for most commercial applications. However, the insulation performance of coatings largely depends on the coating technology, while films, although more expensive, offer more stable performance. Some companies are actively expanding into

consumer electronics applications; for example, the Chinese company MG Energy has partnered with several leading Chinese mobile phone brands, integrating its products into mobile phones and other electronic devices, and has thus secured a large number of orders.

Leading companies in the industry have indicated plans to actively expand into high-temperature markets such as the Middle East and Southeast Asia, anticipating significant demand growth in these regions over the next few years.

This report studies the global Radiative Cooling Reflective Film production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Radiative Cooling Reflective Film and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Radiative Cooling Reflective Film that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Radiative Cooling Reflective Film total production and demand, 2021-2032, (Sq m)

Global Radiative Cooling Reflective Film total production value, 2021-2032, (USD Million)

Global Radiative Cooling Reflective Film production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Sq m), (based on production site)

Global Radiative Cooling Reflective Film consumption by region & country, CAGR, 2021-2032 & (Sq m)

U.S. VS China: Radiative Cooling Reflective Film domestic production, consumption, key domestic manufacturers and share

Global Radiative Cooling Reflective Film production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Sq m)

Global Radiative Cooling Reflective Film production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Sq m)

Global Radiative Cooling Reflective Film production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Sq m)

This report profiles key players in the global Radiative Cooling Reflective Film market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include SPACE COOL, Azure Era, MG Energy, i2Cool, Radi-Cool, 3M, SVG Optoelectronics, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices

used in analyzing the World Radiative Cooling Reflective Film market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Sq m) and average price (US\$/Sq m) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Radiative Cooling Reflective Film Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Radiative Cooling Reflective Film Market, Segmentation by Type:

Transmission Type

Reflection Type

Global Radiative Cooling Reflective Film Market, Segmentation by Reflectivity:

Reflectivity Greater Than 96%

Reflectivity Less Than 96%

Global Radiative Cooling Reflective Film Market, Segmentation by Color:

White

Colored

Global Radiative Cooling Reflective Film Market, Segmentation by Application:

Construction Industry

Logistics and Warehousing

Transportation Equipment

Energy and Power Facilities

Others

Companies Profiled:

SPACE COOL

Azure Era

MG Energy

i2Cool

Radi-Cool

3M

SVG Optoelectronics

Key Questions Answered:

1. How big is the global Radiative Cooling Reflective Film market?

2. What is the demand of the global Radiative Cooling Reflective Film market?
3. What is the year over year growth of the global Radiative Cooling Reflective Film market?
4. What is the production and production value of the global Radiative Cooling Reflective Film market?
5. Who are the key producers in the global Radiative Cooling Reflective Film market?
6. What are the growth factors driving the market demand?

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