

# Global Smart Window Shade Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G42EAEB0D456EN.html>

Date: June 2026

Pages: 187

Price: US\$ 4,480.00 (Single User License)

ID: G42EAEB0D456EN

## Abstracts

The global Smart Window Shade market size is expected to reach \$ 2145 million by 2032, rising at a market growth of 7.9% CAGR during the forecast period (2026-2032).

Smart Window Shade refers to an intelligent shading product based on roller shades, cellular shades, Roman shades, sheer shades, zebra shades, skylight shades, and selected indoor shading blinds, integrating motorized drive units, roller tubes or transmission structures, controllers, sensors, wireless communication modules, and smart home interfaces to enable automatic lifting, scheduled operation, daylight-based control, app remote control, voice interaction, and scenario-based control. Key upstream materials and components include shading fabrics, aluminum alloy tubes, brackets, plastic structural parts, tubular motors, lithium batteries, controllers, MCUs, PCBAs, Wi-Fi/Zigbee/Bluetooth/Thread/Matter modules, power adapters, and installation hardware. Major downstream customers include smart home brands, window treatment dealers, home decoration companies, hotel and apartment operators, commercial real estate and office project owners, architectural shading contractors, system integrators, and OEM/ODM brand customers. On an ex-factory basis, global effective capacity of smart window shades in 2025 is estimated at about 12.45 million sets, with global sales of about 9.386 million sets, an average ex-factory price of around USD 128 per set, and an industry gross margin generally ranging from 30% to 46%. China remains the major manufacturing and OEM supply base, while North America, Europe, and Japan retain stronger advantages in premium brands, system reliability, channel services, and project-based applications.

The current market is moving from premium customized applications toward broader residential and commercial adoption. In North America and Europe, demand is mainly supported by established window treatment channels, high-end home renovation,

hotels, and office projects, with users placing greater emphasis on quiet operation, system reliability, design quality, and smart home compatibility. In China, the market is developing from both the supply and demand sides, supported by strong capabilities in motors, fabrics, controllers, and OEM production, while smart home brands, home decoration channels, and cross-border e-commerce are helping standardize products and lower entry prices. Overall, the industry is evolving from basic motorized lifting to connected control, scenario-based automation, and comfort-oriented energy management. Future development will focus on smarter control, wireless installation, lower noise, and stronger ecosystem compatibility. Rechargeable battery power, wire-free installation, solar-assisted solutions, and low-voltage wired systems will serve different needs in retrofit homes, premium residences, and commercial projects. Matter, Thread, Zigbee, Bluetooth, and Wi-Fi will improve interoperability with mainstream smart home platforms. Premium products will emphasize precise positioning, two-way feedback, quiet movement, fabric quality, and integrated design, while mass-market products will compete on easy installation, acceptable pricing, app experience, and after-sales service. Over the long term, smart window shades will gradually move from standalone smart devices to part of home lighting control, indoor thermal comfort, and building energy management systems. The main growth drivers include smart home penetration, residential renovation demand, cordless safety trends, building energy efficiency requirements, and upgraded consumer experience. Smart window shades combine shading, thermal insulation, privacy protection, daylight adjustment, and automated management, giving them stronger functional value than conventional manual shading products. Demand from hotels, apartments, office buildings, and public facilities for centralized control, energy management, and easier maintenance will also support project-based growth. For brands and OEM suppliers, mature supply chains for motors, controllers, wireless modules, fabrics, and finished shade structures have lowered product development barriers, enabling more smart home brands, window treatment companies, and project contractors to enter the market. Key restraints include price sensitivity, installation complexity, fragmented channels, and inconsistent product standards. Smart window shades often require measurement, customization, installation, and commissioning, making the purchase process more complex than that of small smart home devices. After-sales service and installation quality directly affect user satisfaction. Differences in window types, decoration habits, channel structures, and smart home ecosystems across regions also increase the difficulty of global expansion. Low-cost retrofit drivers and basic motorized shading products will create pricing pressure in the mid-to-low-end segment, while the premium segment will remain more dependent on brand trust, system stability, and long-term service capability. Future competition will gradually shift from hardware cost alone to a broader contest of system integration, channel service, smart ecosystem

compatibility, and product reliability.

This report studies the global Smart Window Shade production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Smart Window Shade 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 Smart Window Shade that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Smart Window Shade total production and demand, 2021-2032, (K Units)

Global Smart Window Shade total production value, 2021-2032, (USD Million)

Global Smart Window Shade production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Smart Window Shade consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Smart Window Shade domestic production, consumption, key domestic manufacturers and share

Global Smart Window Shade production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Smart Window Shade production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Smart Window Shade production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Smart Window Shade 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 Hunter Douglas, Lutron Electronics, Somfy, Coulisse, Rollease Acmeda, Springs Window Fashions, Norman USA, PowerShades, Draper, Insolroll, 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 Smart Window Shade market

### Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) 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 Smart Window Shade Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Smart Window Shade Market, Segmentation by Type:

Smart Roller Shade

Smart Cellular Shade

Smart Roman and Sheer Shade

Other

### Global Smart Window Shade Market, Segmentation by Power Type:

Wired Motorized Shade

Battery-powered Motorized Shade

Other

### Global Smart Window Shade Market, Segmentation by Control System:

Basic Remote-controlled Shade

Connected Smart Shade

Other

### Global Smart Window Shade Market, Segmentation by Application:

Residential

Hotel and Serviced Apartment

Office and Commercial Building

Other

### Companies Profiled:

Hunter Douglas

Lutron Electronics

Somfy

Coulisse

Rollease Acmeda

Springs Window Fashions

Norman USA

PowerShades

Draper

Insolroll

BTX Intelligent Fashion

The Shade Store

SmartWings

WAREMA

Griesser

Bandalux

Louvolite

Silent Gliss

VELUX

TOSO

Tachikawa

Nichibei

Dooya

Wintom

SEEDI

A-OK Motor

Key Questions Answered:

1. How big is the global Smart Window Shade market?
2. What is the demand of the global Smart Window Shade market?
3. What is the year over year growth of the global Smart Window Shade market?
4. What is the production and production value of the global Smart Window Shade market?
5. Who are the key producers in the global Smart Window Shade market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Smart Window Shade Introduction
- 1.2 World Smart Window Shade Supply & Forecast
  - 1.2.1 World Smart Window Shade Production Value (2021 & 2025 & 2032)
  - 1.2.2 World Smart Window Shade Production (2021-2032)
  - 1.2.3 World Smart Window Shade Pricing Trends (2021-2032)
- 1.3 World Smart Window Shade Production by Region (Based on Production Site)
  - 1.3.1 World Smart Window Shade Production Value by Region (2021-2032)
  - 1.3.2 World Smart Window Shade Production by Region (2021-2032)
  - 1.3.3 World Smart Window Shade Average Price by Region (2021-2032)
  - 1.3.4 North America Smart Window Shade Production (2021-2032)
  - 1.3.5 Europe Smart Window Shade Production (2021-2032)
  - 1.3.6 China Smart Window Shade Production (2021-2032)
  - 1.3.7 Japan Smart Window Shade Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Smart Window Shade Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Smart Window Shade Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Smart Window Shade Demand (2021-2032)
- 2.2 World Smart Window Shade Consumption by Region
  - 2.2.1 World Smart Window Shade Consumption by Region (2021-2026)
  - 2.2.2 World Smart Window Shade Consumption Forecast by Region (2027-2032)
- 2.3 United States Smart Window Shade Consumption (2021-2032)
- 2.4 China Smart Window Shade Consumption (2021-2032)
- 2.5 Europe Smart Window Shade Consumption (2021-2032)
- 2.6 Japan Smart Window Shade Consumption (2021-2032)
- 2.7 South Korea Smart Window Shade Consumption (2021-2032)
- 2.8 ASEAN Smart Window Shade Consumption (2021-2032)
- 2.9 India Smart Window Shade Consumption (2021-2032)

### 3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Smart Window Shade Production Value by Manufacturer (2021-2026)

- 3.2 World Smart Window Shade Production by Manufacturer (2021-2026)
- 3.3 World Smart Window Shade Average Price by Manufacturer (2021-2026)
- 3.4 Smart Window Shade Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
  - 3.5.1 Global Smart Window Shade Industry Rank of Major Manufacturers
  - 3.5.2 Global Concentration Ratios (CR4) for Smart Window Shade in 2025
  - 3.5.3 Global Concentration Ratios (CR8) for Smart Window Shade in 2025
- 3.6 Smart Window Shade Market: Overall Company Footprint Analysis
  - 3.6.1 Smart Window Shade Market: Region Footprint
  - 3.6.2 Smart Window Shade Market: Company Product Type Footprint
  - 3.6.3 Smart Window Shade Market: Company Product Application Footprint
- 3.7 Competitive Environment
  - 3.7.1 Historical Structure of the Industry
  - 3.7.2 Barriers of Market Entry
  - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

## **4 UNITED STATES VS CHINA VS REST OF THE WORLD**

- 4.1 United States VS China: Smart Window Shade Production Value Comparison
  - 4.1.1 United States VS China: Smart Window Shade Production Value Comparison (2021 & 2025 & 2032)
  - 4.1.2 United States VS China: Smart Window Shade Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Smart Window Shade Production Comparison
  - 4.2.1 United States VS China: Smart Window Shade Production Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: Smart Window Shade Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Smart Window Shade Consumption Comparison
  - 4.3.1 United States VS China: Smart Window Shade Consumption Comparison (2021 & 2025 & 2032)
  - 4.3.2 United States VS China: Smart Window Shade Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Smart Window Shade Manufacturers and Market Share, 2021-2026
  - 4.4.1 United States Based Smart Window Shade Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Smart Window Shade Production Value (2021-2026)

4.4.3 United States Based Manufacturers Smart Window Shade Production (2021-2026)

4.5 China Based Smart Window Shade Manufacturers and Market Share

4.5.1 China Based Smart Window Shade Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Smart Window Shade Production Value (2021-2026)

4.5.3 China Based Manufacturers Smart Window Shade Production (2021-2026)

4.6 Rest of World Based Smart Window Shade Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Smart Window Shade Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Smart Window Shade Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Smart Window Shade Production (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Smart Window Shade Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Smart Roller Shade

5.2.2 Smart Cellular Shade

5.2.3 Smart Roman and Sheer Shade

5.2.4 Other

5.3 Market Segment by Type

5.3.1 World Smart Window Shade Production by Type (2021-2032)

5.3.2 World Smart Window Shade Production Value by Type (2021-2032)

5.3.3 World Smart Window Shade Average Price by Type (2021-2032)

## **6 MARKET ANALYSIS BY POWER TYPE**

6.1 World Smart Window Shade Market Size Overview by Power Type: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Power Type

6.2.1 Wired Motorized Shade

6.2.2 Battery-powered Motorized Shade

6.2.3 Other

6.3 Market Segment by Power Type

6.3.1 World Smart Window Shade Production by Power Type (2021-2032)

6.3.2 World Smart Window Shade Production Value by Power Type (2021-2032)

6.3.3 World Smart Window Shade Average Price by Power Type (2021-2032)

## **7 MARKET ANALYSIS BY CONTROL SYSTEM**

7.1 World Smart Window Shade Market Size Overview by Control System: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Control System

7.2.1 Basic Remote-controlled Shade

7.2.2 Connected Smart Shade

7.2.3 Other

7.3 Market Segment by Control System

7.3.1 World Smart Window Shade Production by Control System (2021-2032)

7.3.2 World Smart Window Shade Production Value by Control System (2021-2032)

7.3.3 World Smart Window Shade Average Price by Control System (2021-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

8.1 World Smart Window Shade Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Residential

8.2.2 Hotel and Serviced Apartment

8.2.3 Office and Commercial Building

8.2.4 Other

8.3 Market Segment by Application

8.3.1 World Smart Window Shade Production by Application (2021-2032)

8.3.2 World Smart Window Shade Production Value by Application (2021-2032)

8.3.3 World Smart Window Shade Average Price by Application (2021-2032)

## **9 COMPANY PROFILES**

9.1 Hunter Douglas

9.1.1 Hunter Douglas Details

9.1.2 Hunter Douglas Major Business

- 9.1.3 Hunter Douglas Smart Window Shade Product and Services
- 9.1.4 Hunter Douglas Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.1.5 Hunter Douglas Recent Developments/Updates
- 9.1.6 Hunter Douglas Competitive Strengths & Weaknesses
- 9.2 Lutron Electronics
  - 9.2.1 Lutron Electronics Details
  - 9.2.2 Lutron Electronics Major Business
  - 9.2.3 Lutron Electronics Smart Window Shade Product and Services
  - 9.2.4 Lutron Electronics Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.2.5 Lutron Electronics Recent Developments/Updates
  - 9.2.6 Lutron Electronics Competitive Strengths & Weaknesses
- 9.3 Somfy
  - 9.3.1 Somfy Details
  - 9.3.2 Somfy Major Business
  - 9.3.3 Somfy Smart Window Shade Product and Services
  - 9.3.4 Somfy Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.3.5 Somfy Recent Developments/Updates
  - 9.3.6 Somfy Competitive Strengths & Weaknesses
- 9.4 Coulisse
  - 9.4.1 Coulisse Details
  - 9.4.2 Coulisse Major Business
  - 9.4.3 Coulisse Smart Window Shade Product and Services
  - 9.4.4 Coulisse Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.4.5 Coulisse Recent Developments/Updates
  - 9.4.6 Coulisse Competitive Strengths & Weaknesses
- 9.5 Rollease Acmeda
  - 9.5.1 Rollease Acmeda Details
  - 9.5.2 Rollease Acmeda Major Business
  - 9.5.3 Rollease Acmeda Smart Window Shade Product and Services
  - 9.5.4 Rollease Acmeda Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.5.5 Rollease Acmeda Recent Developments/Updates
  - 9.5.6 Rollease Acmeda Competitive Strengths & Weaknesses
- 9.6 Springs Window Fashions
  - 9.6.1 Springs Window Fashions Details

- 9.6.2 Springs Window Fashions Major Business
- 9.6.3 Springs Window Fashions Smart Window Shade Product and Services
- 9.6.4 Springs Window Fashions Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.6.5 Springs Window Fashions Recent Developments/Updates
- 9.6.6 Springs Window Fashions Competitive Strengths & Weaknesses
- 9.7 Norman USA
  - 9.7.1 Norman USA Details
  - 9.7.2 Norman USA Major Business
  - 9.7.3 Norman USA Smart Window Shade Product and Services
  - 9.7.4 Norman USA Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.7.5 Norman USA Recent Developments/Updates
  - 9.7.6 Norman USA Competitive Strengths & Weaknesses
- 9.8 PowerShades
  - 9.8.1 PowerShades Details
  - 9.8.2 PowerShades Major Business
  - 9.8.3 PowerShades Smart Window Shade Product and Services
  - 9.8.4 PowerShades Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.8.5 PowerShades Recent Developments/Updates
  - 9.8.6 PowerShades Competitive Strengths & Weaknesses
- 9.9 Draper
  - 9.9.1 Draper Details
  - 9.9.2 Draper Major Business
  - 9.9.3 Draper Smart Window Shade Product and Services
  - 9.9.4 Draper Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.9.5 Draper Recent Developments/Updates
  - 9.9.6 Draper Competitive Strengths & Weaknesses
- 9.10 Insolroll
  - 9.10.1 Insolroll Details
  - 9.10.2 Insolroll Major Business
  - 9.10.3 Insolroll Smart Window Shade Product and Services
  - 9.10.4 Insolroll Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.10.5 Insolroll Recent Developments/Updates
  - 9.10.6 Insolroll Competitive Strengths & Weaknesses
- 9.11 BTX Intelligent Fashion

- 9.11.1 BTX Intelligent Fashion Details
- 9.11.2 BTX Intelligent Fashion Major Business
- 9.11.3 BTX Intelligent Fashion Smart Window Shade Product and Services
- 9.11.4 BTX Intelligent Fashion Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.11.5 BTX Intelligent Fashion Recent Developments/Updates
- 9.11.6 BTX Intelligent Fashion Competitive Strengths & Weaknesses
- 9.12 The Shade Store
  - 9.12.1 The Shade Store Details
  - 9.12.2 The Shade Store Major Business
  - 9.12.3 The Shade Store Smart Window Shade Product and Services
  - 9.12.4 The Shade Store Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.12.5 The Shade Store Recent Developments/Updates
  - 9.12.6 The Shade Store Competitive Strengths & Weaknesses
- 9.13 SmartWings
  - 9.13.1 SmartWings Details
  - 9.13.2 SmartWings Major Business
  - 9.13.3 SmartWings Smart Window Shade Product and Services
  - 9.13.4 SmartWings Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.13.5 SmartWings Recent Developments/Updates
  - 9.13.6 SmartWings Competitive Strengths & Weaknesses
- 9.14 WAREMA
  - 9.14.1 WAREMA Details
  - 9.14.2 WAREMA Major Business
  - 9.14.3 WAREMA Smart Window Shade Product and Services
  - 9.14.4 WAREMA Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.14.5 WAREMA Recent Developments/Updates
  - 9.14.6 WAREMA Competitive Strengths & Weaknesses
- 9.15 Griesser
  - 9.15.1 Griesser Details
  - 9.15.2 Griesser Major Business
  - 9.15.3 Griesser Smart Window Shade Product and Services
  - 9.15.4 Griesser Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.15.5 Griesser Recent Developments/Updates
  - 9.15.6 Griesser Competitive Strengths & Weaknesses

## 9.16 Bandalux

### 9.16.1 Bandalux Details

### 9.16.2 Bandalux Major Business

### 9.16.3 Bandalux Smart Window Shade Product and Services

### 9.16.4 Bandalux Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.16.5 Bandalux Recent Developments/Updates

### 9.16.6 Bandalux Competitive Strengths & Weaknesses

## 9.17 Louvolite

### 9.17.1 Louvolite Details

### 9.17.2 Louvolite Major Business

### 9.17.3 Louvolite Smart Window Shade Product and Services

### 9.17.4 Louvolite Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.17.5 Louvolite Recent Developments/Updates

### 9.17.6 Louvolite Competitive Strengths & Weaknesses

## 9.18 Silent Gliss

### 9.18.1 Silent Gliss Details

### 9.18.2 Silent Gliss Major Business

### 9.18.3 Silent Gliss Smart Window Shade Product and Services

### 9.18.4 Silent Gliss Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.18.5 Silent Gliss Recent Developments/Updates

### 9.18.6 Silent Gliss Competitive Strengths & Weaknesses

## 9.19 VELUX

### 9.19.1 VELUX Details

### 9.19.2 VELUX Major Business

### 9.19.3 VELUX Smart Window Shade Product and Services

### 9.19.4 VELUX Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.19.5 VELUX Recent Developments/Updates

### 9.19.6 VELUX Competitive Strengths & Weaknesses

## 9.20 TOSO

### 9.20.1 TOSO Details

### 9.20.2 TOSO Major Business

### 9.20.3 TOSO Smart Window Shade Product and Services

### 9.20.4 TOSO Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)

### 9.20.5 TOSO Recent Developments/Updates

- 9.20.6 TOSO Competitive Strengths & Weaknesses
- 9.21 Tachikawa
  - 9.21.1 Tachikawa Details
  - 9.21.2 Tachikawa Major Business
  - 9.21.3 Tachikawa Smart Window Shade Product and Services
  - 9.21.4 Tachikawa Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.21.5 Tachikawa Recent Developments/Updates
  - 9.21.6 Tachikawa Competitive Strengths & Weaknesses
- 9.22 Nichibei
  - 9.22.1 Nichibei Details
  - 9.22.2 Nichibei Major Business
  - 9.22.3 Nichibei Smart Window Shade Product and Services
  - 9.22.4 Nichibei Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.22.5 Nichibei Recent Developments/Updates
  - 9.22.6 Nichibei Competitive Strengths & Weaknesses
- 9.23 Dooya
  - 9.23.1 Dooya Details
  - 9.23.2 Dooya Major Business
  - 9.23.3 Dooya Smart Window Shade Product and Services
  - 9.23.4 Dooya Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.23.5 Dooya Recent Developments/Updates
  - 9.23.6 Dooya Competitive Strengths & Weaknesses
- 9.24 Wintom
  - 9.24.1 Wintom Details
  - 9.24.2 Wintom Major Business
  - 9.24.3 Wintom Smart Window Shade Product and Services
  - 9.24.4 Wintom Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.24.5 Wintom Recent Developments/Updates
  - 9.24.6 Wintom Competitive Strengths & Weaknesses
- 9.25 SEEDI
  - 9.25.1 SEEDI Details
  - 9.25.2 SEEDI Major Business
  - 9.25.3 SEEDI Smart Window Shade Product and Services
  - 9.25.4 SEEDI Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.25.5 SEEDI Recent Developments/Updates
- 9.25.6 SEEDI Competitive Strengths & Weaknesses
- 9.26 A-OK Motor
  - 9.26.1 A-OK Motor Details
  - 9.26.2 A-OK Motor Major Business
  - 9.26.3 A-OK Motor Smart Window Shade Product and Services
  - 9.26.4 A-OK Motor Smart Window Shade Production, Price, Value, Gross Margin and Market Share (2021-2026)
  - 9.26.5 A-OK Motor Recent Developments/Updates
  - 9.26.6 A-OK Motor Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

- 10.1 Smart Window Shade Industry Chain
- 10.2 Smart Window Shade Upstream Analysis
  - 10.2.1 Smart Window Shade Core Raw Materials
  - 10.2.2 Main Manufacturers of Smart Window Shade Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Smart Window Shade Production Mode
- 10.6 Smart Window Shade Procurement Model
- 10.7 Smart Window Shade Industry Sales Model and Sales Channels
  - 10.7.1 Smart Window Shade Sales Model
  - 10.7.2 Smart Window Shade Typical Distributors

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World Smart Window Shade Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Smart Window Shade Production Value by Region (2021-2026) & (USD Million)

Table 3. World Smart Window Shade Production Value by Region (2027-2032) & (USD Million)

Table 4. World Smart Window Shade Production Value Market Share by Region (2021-2026)

Table 5. World Smart Window Shade Production Value Market Share by Region (2027-2032)

Table 6. World Smart Window Shade Production by Region (2021-2026) & (K Units)

Table 7. World Smart Window Shade Production by Region (2027-2032) & (K Units)

Table 8. World Smart Window Shade Production Market Share by Region (2021-2026)

Table 9. World Smart Window Shade Production Market Share by Region (2027-2032)

Table 10. World Smart Window Shade Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Smart Window Shade Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Smart Window Shade Major Market Trends

Table 13. World Smart Window Shade Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Smart Window Shade Consumption by Region (2021-2026) & (K Units)

Table 15. World Smart Window Shade Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Smart Window Shade Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Smart Window Shade Producers in 2025

Table 18. World Smart Window Shade Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Smart Window Shade Producers in 2025

Table 20. World Smart Window Shade Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Smart Window Shade Company Evaluation Quadrant

Table 22. World Smart Window Shade Industry Rank of Major Manufacturers, Based on

## Production Value in 2025

Table 23. Head Office and Smart Window Shade Production Site of Key Manufacturer

Table 24. Smart Window Shade Market: Company Product Type Footprint

Table 25. Smart Window Shade Market: Company Product Application Footprint

Table 26. Smart Window Shade Competitive Factors

Table 27. Smart Window Shade New Entrant and Capacity Expansion Plans

Table 28. Smart Window Shade Mergers & Acquisitions Activity

Table 29. United States VS China Smart Window Shade Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Smart Window Shade Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Smart Window Shade Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Smart Window Shade Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Smart Window Shade Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Smart Window Shade Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Smart Window Shade Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Smart Window Shade Production Market Share (2021-2026)

Table 37. China Based Smart Window Shade Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Smart Window Shade Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Smart Window Shade Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Smart Window Shade Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Smart Window Shade Production Market Share (2021-2026)

Table 42. Rest of World Based Smart Window Shade Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Smart Window Shade Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Smart Window Shade Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Smart Window Shade Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Smart Window Shade Production Market Share (2021-2026)

Table 47. World Smart Window Shade Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Smart Window Shade Production by Type (2021-2026) & (K Units)

Table 49. World Smart Window Shade Production by Type (2027-2032) & (K Units)

Table 50. World Smart Window Shade Production Value by Type (2021-2026) & (USD Million)

Table 51. World Smart Window Shade Production Value by Type (2027-2032) & (USD Million)

Table 52. World Smart Window Shade Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Smart Window Shade Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Smart Window Shade Production Value by Power Type, (USD Million), 2021 & 2025 & 2032

Table 55. World Smart Window Shade Production by Power Type (2021-2026) & (K Units)

Table 56. World Smart Window Shade Production by Power Type (2027-2032) & (K Units)

Table 57. World Smart Window Shade Production Value by Power Type (2021-2026) & (USD Million)

Table 58. World Smart Window Shade Production Value by Power Type (2027-2032) & (USD Million)

Table 59. World Smart Window Shade Average Price by Power Type (2021-2026) & (US\$/Unit)

Table 60. World Smart Window Shade Average Price by Power Type (2027-2032) & (US\$/Unit)

Table 61. World Smart Window Shade Production Value by Control System, (USD Million), 2021 & 2025 & 2032

Table 62. World Smart Window Shade Production by Control System (2021-2026) & (K Units)

Table 63. World Smart Window Shade Production by Control System (2027-2032) & (K Units)

Table 64. World Smart Window Shade Production Value by Control System (2021-2026) & (USD Million)

Table 65. World Smart Window Shade Production Value by Control System

(2027-2032) & (USD Million)

Table 66. World Smart Window Shade Average Price by Control System (2021-2026) & (US\$/Unit)

Table 67. World Smart Window Shade Average Price by Control System (2027-2032) & (US\$/Unit)

Table 68. World Smart Window Shade Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Smart Window Shade Production by Application (2021-2026) & (K Units)

Table 70. World Smart Window Shade Production by Application (2027-2032) & (K Units)

Table 71. World Smart Window Shade Production Value by Application (2021-2026) & (USD Million)

Table 72. World Smart Window Shade Production Value by Application (2027-2032) & (USD Million)

Table 73. World Smart Window Shade Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Smart Window Shade Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Hunter Douglas Basic Information, Manufacturing Base and Competitors

Table 76. Hunter Douglas Major Business

Table 77. Hunter Douglas Smart Window Shade Product and Services

Table 78. Hunter Douglas Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Hunter Douglas Recent Developments/Updates

Table 80. Hunter Douglas Competitive Strengths & Weaknesses

Table 81. Lutron Electronics Basic Information, Manufacturing Base and Competitors

Table 82. Lutron Electronics Major Business

Table 83. Lutron Electronics Smart Window Shade Product and Services

Table 84. Lutron Electronics Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Lutron Electronics Recent Developments/Updates

Table 86. Lutron Electronics Competitive Strengths & Weaknesses

Table 87. Somfy Basic Information, Manufacturing Base and Competitors

Table 88. Somfy Major Business

Table 89. Somfy Smart Window Shade Product and Services

Table 90. Somfy Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

- Table 91. Somfy Recent Developments/Updates
- Table 92. Somfy Competitive Strengths & Weaknesses
- Table 93. Coulisse Basic Information, Manufacturing Base and Competitors
- Table 94. Coulisse Major Business
- Table 95. Coulisse Smart Window Shade Product and Services
- Table 96. Coulisse Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Coulisse Recent Developments/Updates
- Table 98. Coulisse Competitive Strengths & Weaknesses
- Table 99. Rollease Acmeda Basic Information, Manufacturing Base and Competitors
- Table 100. Rollease Acmeda Major Business
- Table 101. Rollease Acmeda Smart Window Shade Product and Services
- Table 102. Rollease Acmeda Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Rollease Acmeda Recent Developments/Updates
- Table 104. Rollease Acmeda Competitive Strengths & Weaknesses
- Table 105. Springs Window Fashions Basic Information, Manufacturing Base and Competitors
- Table 106. Springs Window Fashions Major Business
- Table 107. Springs Window Fashions Smart Window Shade Product and Services
- Table 108. Springs Window Fashions Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Springs Window Fashions Recent Developments/Updates
- Table 110. Springs Window Fashions Competitive Strengths & Weaknesses
- Table 111. Norman USA Basic Information, Manufacturing Base and Competitors
- Table 112. Norman USA Major Business
- Table 113. Norman USA Smart Window Shade Product and Services
- Table 114. Norman USA Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Norman USA Recent Developments/Updates
- Table 116. Norman USA Competitive Strengths & Weaknesses
- Table 117. PowerShades Basic Information, Manufacturing Base and Competitors
- Table 118. PowerShades Major Business
- Table 119. PowerShades Smart Window Shade Product and Services
- Table 120. PowerShades Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 121. PowerShades Recent Developments/Updates

- Table 122. PowerShades Competitive Strengths & Weaknesses
- Table 123. Draper Basic Information, Manufacturing Base and Competitors
- Table 124. Draper Major Business
- Table 125. Draper Smart Window Shade Product and Services
- Table 126. Draper Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. Draper Recent Developments/Updates
- Table 128. Draper Competitive Strengths & Weaknesses
- Table 129. Insolroll Basic Information, Manufacturing Base and Competitors
- Table 130. Insolroll Major Business
- Table 131. Insolroll Smart Window Shade Product and Services
- Table 132. Insolroll Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. Insolroll Recent Developments/Updates
- Table 134. Insolroll Competitive Strengths & Weaknesses
- Table 135. BTX Intelligent Fashion Basic Information, Manufacturing Base and Competitors
- Table 136. BTX Intelligent Fashion Major Business
- Table 137. BTX Intelligent Fashion Smart Window Shade Product and Services
- Table 138. BTX Intelligent Fashion Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. BTX Intelligent Fashion Recent Developments/Updates
- Table 140. BTX Intelligent Fashion Competitive Strengths & Weaknesses
- Table 141. The Shade Store Basic Information, Manufacturing Base and Competitors
- Table 142. The Shade Store Major Business
- Table 143. The Shade Store Smart Window Shade Product and Services
- Table 144. The Shade Store Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. The Shade Store Recent Developments/Updates
- Table 146. The Shade Store Competitive Strengths & Weaknesses
- Table 147. SmartWings Basic Information, Manufacturing Base and Competitors
- Table 148. SmartWings Major Business
- Table 149. SmartWings Smart Window Shade Product and Services
- Table 150. SmartWings Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. SmartWings Recent Developments/Updates
- Table 152. SmartWings Competitive Strengths & Weaknesses

- Table 153. WAREMA Basic Information, Manufacturing Base and Competitors
- Table 154. WAREMA Major Business
- Table 155. WAREMA Smart Window Shade Product and Services
- Table 156. WAREMA Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 157. WAREMA Recent Developments/Updates
- Table 158. WAREMA Competitive Strengths & Weaknesses
- Table 159. Griesser Basic Information, Manufacturing Base and Competitors
- Table 160. Griesser Major Business
- Table 161. Griesser Smart Window Shade Product and Services
- Table 162. Griesser Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 163. Griesser Recent Developments/Updates
- Table 164. Griesser Competitive Strengths & Weaknesses
- Table 165. Bandalux Basic Information, Manufacturing Base and Competitors
- Table 166. Bandalux Major Business
- Table 167. Bandalux Smart Window Shade Product and Services
- Table 168. Bandalux Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 169. Bandalux Recent Developments/Updates
- Table 170. Bandalux Competitive Strengths & Weaknesses
- Table 171. Louvolite Basic Information, Manufacturing Base and Competitors
- Table 172. Louvolite Major Business
- Table 173. Louvolite Smart Window Shade Product and Services
- Table 174. Louvolite Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 175. Louvolite Recent Developments/Updates
- Table 176. Louvolite Competitive Strengths & Weaknesses
- Table 177. Silent Gliss Basic Information, Manufacturing Base and Competitors
- Table 178. Silent Gliss Major Business
- Table 179. Silent Gliss Smart Window Shade Product and Services
- Table 180. Silent Gliss Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 181. Silent Gliss Recent Developments/Updates
- Table 182. Silent Gliss Competitive Strengths & Weaknesses
- Table 183. VELUX Basic Information, Manufacturing Base and Competitors
- Table 184. VELUX Major Business
- Table 185. VELUX Smart Window Shade Product and Services
- Table 186. VELUX Smart Window Shade Production (K Units), Price (US\$/Unit),

Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 187. VELUX Recent Developments/Updates

Table 188. VELUX Competitive Strengths & Weaknesses

Table 189. TOSO Basic Information, Manufacturing Base and Competitors

Table 190. TOSO Major Business

Table 191. TOSO Smart Window Shade Product and Services

Table 192. TOSO Smart Window Shade Production (K Units), Price (US\$/Unit),  
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 193. TOSO Recent Developments/Updates

Table 194. TOSO Competitive Strengths & Weaknesses

Table 195. Tachikawa Basic Information, Manufacturing Base and Competitors

Table 196. Tachikawa Major Business

Table 197. Tachikawa Smart Window Shade Product and Services

Table 198. Tachikawa Smart Window Shade Production (K Units), Price (US\$/Unit),  
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 199. Tachikawa Recent Developments/Updates

Table 200. Tachikawa Competitive Strengths & Weaknesses

Table 201. Nichibei Basic Information, Manufacturing Base and Competitors

Table 202. Nichibei Major Business

Table 203. Nichibei Smart Window Shade Product and Services

Table 204. Nichibei Smart Window Shade Production (K Units), Price (US\$/Unit),  
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 205. Nichibei Recent Developments/Updates

Table 206. Nichibei Competitive Strengths & Weaknesses

Table 207. Dooya Basic Information, Manufacturing Base and Competitors

Table 208. Dooya Major Business

Table 209. Dooya Smart Window Shade Product and Services

Table 210. Dooya Smart Window Shade Production (K Units), Price (US\$/Unit),  
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 211. Dooya Recent Developments/Updates

Table 212. Dooya Competitive Strengths & Weaknesses

Table 213. Wintom Basic Information, Manufacturing Base and Competitors

Table 214. Wintom Major Business

Table 215. Wintom Smart Window Shade Product and Services

Table 216. Wintom Smart Window Shade Production (K Units), Price (US\$/Unit),  
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 217. Wintom Recent Developments/Updates

Table 218. Wintom Competitive Strengths & Weaknesses

Table 219. SEEDI Basic Information, Manufacturing Base and Competitors

- Table 220. SEEDI Major Business
- Table 221. SEEDI Smart Window Shade Product and Services
- Table 222. SEEDI Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 223. SEEDI Recent Developments/Updates
- Table 224. SEEDI Competitive Strengths & Weaknesses
- Table 225. A-OK Motor Basic Information, Manufacturing Base and Competitors
- Table 226. A-OK Motor Major Business
- Table 227. A-OK Motor Smart Window Shade Product and Services
- Table 228. A-OK Motor Smart Window Shade Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 229. A-OK Motor Recent Developments/Updates
- Table 230. A-OK Motor Competitive Strengths & Weaknesses
- Table 231. Global Key Players of Smart Window Shade Upstream (Raw Materials)
- Table 232. Global Smart Window Shade Typical Customers
- Table 233. Smart Window Shade Typical Distributors

## List Of Figures

### LIST OF FIGURES

Figure 1. Smart Window Shade Picture

Figure 2. World Smart Window Shade Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Smart Window Shade Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Smart Window Shade Production (2021-2032) & (K Units)

Figure 5. World Smart Window Shade Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Smart Window Shade Production Value Market Share by Region (2021-2032)

Figure 7. World Smart Window Shade Production Market Share by Region (2021-2032)

Figure 8. North America Smart Window Shade Production (2021-2032) & (K Units)

Figure 9. Europe Smart Window Shade Production (2021-2032) & (K Units)

Figure 10. China Smart Window Shade Production (2021-2032) & (K Units)

Figure 11. Japan Smart Window Shade Production (2021-2032) & (K Units)

Figure 12. Smart Window Shade Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Smart Window Shade Consumption (2021-2032) & (K Units)

Figure 15. World Smart Window Shade Consumption Market Share by Region (2021-2032)

Figure 16. United States Smart Window Shade Consumption (2021-2032) & (K Units)

Figure 17. China Smart Window Shade Consumption (2021-2032) & (K Units)

Figure 18. Europe Smart Window Shade Consumption (2021-2032) & (K Units)

Figure 19. Japan Smart Window Shade Consumption (2021-2032) & (K Units)

Figure 20. South Korea Smart Window Shade Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Smart Window Shade Consumption (2021-2032) & (K Units)

Figure 22. India Smart Window Shade Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Smart Window Shade by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Smart Window Shade Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Smart Window Shade Markets in 2025

Figure 26. United States VS China: Smart Window Shade Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Smart Window Shade Production Market Share

Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Smart Window Shade Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Smart Window Shade Production Market Share 2025

Figure 30. China Based Manufacturers Smart Window Shade Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Smart Window Shade Production Market Share 2025

Figure 32. World Smart Window Shade Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Smart Window Shade Production Value Market Share by Type in 2025

Figure 34. Smart Roller Shade

Figure 35. Smart Cellular Shade

Figure 36. Smart Roman and Sheer Shade

Figure 37. Other

Figure 38. World Smart Window Shade Production Market Share by Type (2021-2032)

Figure 39. World Smart Window Shade Production Value Market Share by Type (2021-2032)

Figure 40. World Smart Window Shade Average Price by Type (2021-2032) & (US\$/Unit)

Figure 41. World Smart Window Shade Production Value by Power Type, (USD Million), 2021 & 2025 & 2032

Figure 42. World Smart Window Shade Production Value Market Share by Power Type in 2025

Figure 43. Wired Motorized Shade

Figure 44. Battery-powered Motorized Shade

Figure 45. Other

Figure 46. World Smart Window Shade Production Market Share by Power Type (2021-2032)

Figure 47. World Smart Window Shade Production Value Market Share by Power Type (2021-2032)

Figure 48. World Smart Window Shade Average Price by Power Type (2021-2032) & (US\$/Unit)

Figure 49. World Smart Window Shade Production Value by Control System, (USD Million), 2021 & 2025 & 2032

Figure 50. World Smart Window Shade Production Value Market Share by Control System in 2025

Figure 51. Basic Remote-controlled Shade

Figure 52. Connected Smart Shade

Figure 53. Other

Figure 54. World Smart Window Shade Production Market Share by Control System (2021-2032)

Figure 55. World Smart Window Shade Production Value Market Share by Control System (2021-2032)

Figure 56. World Smart Window Shade Average Price by Control System (2021-2032) & (US\$/Unit)

Figure 57. World Smart Window Shade Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 58. World Smart Window Shade Production Value Market Share by Application in 2025

Figure 59. Residential

Figure 60. Hotel and Serviced Apartment

Figure 61. Office and Commercial Building

Figure 62. Other

Figure 63. World Smart Window Shade Production Market Share by Application (2021-2032)

Figure 64. World Smart Window Shade Production Value Market Share by Application (2021-2032)

Figure 65. World Smart Window Shade Average Price by Application (2021-2032) & (US\$/Unit)

Figure 66. Smart Window Shade Industry Chain

Figure 67. Smart Window Shade Procurement Model

Figure 68. Smart Window Shade Sales Model

Figure 69. Smart Window Shade Sales Channels, Direct Sales, and Distribution

Figure 70. Methodology

Figure 71. Research Process and Data Source

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