

Solar Control Window Films Market Size, Share & Trends Analysis Report By Product (Dyed, Clear, Vacuum Coated Films), By Application (Construction, Automotive), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Solar Control Window Film Market Growth & Trends

The global solar control window films market size is expected to reach USD 1.27 billion by 2030, according to a new report by Grand View Research, Inc. It is projected to expand at a CAGR of 6.6% from 2022 to 2030. The construction sector is the largest application area of solar control window films. Factors such as industrialization and lenient lending policies have played a huge role in the growth of both the residential and commercial sectors.

Windows offer expansive views and allow natural light. But the window glass in buildings can have unintended disadvantages from excess solar glare, heat, and UV rays. Severe ultraviolet (UV) rays are fatal and can cause skin cancer. Solar window film makes it possible to upgrade glass at affordable prices and enhance buildings in various climatic conditions, costing just a fraction of full window replacement. They filter the majority of the solar spectrum, help prevent fading of furnishings, contribute to reduced energy use, and increase tenant comfort. The installation of these films is inexpensive and user-friendly. These films, which are available in various patterns and textures, can also improve the aesthetic sense of a building.

The rising demand for sun control window films has driven solar control window film

manufacturers to establish distribution partnerships to expand their reach in the market. For instance, in January 2021, U.S.-based Maxpro Window Films entered into a distribution partnership with Xwrap of Netherlands and Tintlook of France to expand its reach in the European market for solar control window films.

Solar control window films reduce the glare of the sun inside the vehicle and reduce the heat being transmitted into the vehicle and increase the vehicle's overall appearance. The appearance of cars, SUVs, trucks, or any vehicle can be enhanced with a quality window tint. Window tint not only enhances the look of a vehicle but also protects the body of the car and the investment of your vehicle. Window film will protect skin from harmful UV rays, which can cause skin discoloration and even melanoma. Sun control window films also protect the interior of the vehicle from discoloration and fading, thus reducing the workload on the vehicle's air conditioning system and providing privacy from the other drivers.

The market is growing steadily across the globe because of the growing construction industry and the presence of key players throughout the world. The biggest threat to the growth of this industry is the emergence of solar control glass. Solar control glass is one of the advanced discoveries in the glass industry. It reflects the sun's heat while allowing sunlight to pass through it. It exhibits all the functions of the solar control window film. However, in order to install the solar control window films, the existing glass of the house has to be completely replaced, which could prove expensive.

Solar Control Window Film Market Highlights

By product, vacuum coated films dominated the market in 2021 with a revenue share of over 45.0%

The construction application segment accounted for the largest revenue share of over 55.0% in 2021

Asia Pacific is considered to be the most rapidly developing region in the world with the presence of emerging countries such as China and India. The market in this region is driven by growing construction spending and a high temperature generally throughout the year

The stringent government regulations across the globe pertaining to the use of tints on the windows can restrain the market growth in the automotive sector

In November 2020, Johnson Laminating and Coating, Inc. reintroduced the Palisade line. This reformulated product includes a nano-ceramic component resulting in a solar control film with increased Selective IR rejection (SIRR) while keeping the interior and exterior reflectance as low as possible

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