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U.S. Solar Films Market Size, Share & Trends Analysis Report By Type (Frontsheet, Backsheet), By Polymer Type (Fluoropolymer, Non-fluoropolymer), By Thickness, By Film Type, By Application, By End-use, And Segment Forecasts 2023 - 2030

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Abstracts

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U.S. Solar Films Market Growth & Trends

The U.S. solar films market size is anticipated to reach USD 1,404.52 million by 2030, growing at a CAGR of 6.0% from 2024 to 2030, according to a new report by Grand View Research, Inc. The U.S. market has increasing adoption of solar films across various industries and applications, including residential, commercial, and industrial sectors. This expansion is propelled by the growing awareness of renewable energy's significance in reducing carbon emissions and addressing climate change. In addition, favorable government incentives and policies, such as tax credits and rebates, continue to incentivize solar energy adoption, making solar films an attractive investment. Technological advancements in solar film materials and manufacturing processes have also improved efficiency and reduced costs, making them more accessible to a wider range of consumers. Furthermore, heightened environmental concerns, coupled with the desire to reduce energy costs and enhance energy security, are further propelling the adoption of solar films in the U.S. These factors collectively contribute to the robust and sustainable growth of the market.

Based on type, the encapsulation solar film segment was a highly penetrated segment accounting for over 65% of the U.S. market share in 2022, due to its critical role in safeguarding solar cells from environmental factors. Encapsulation films provide

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essential protection against moisture ingress and physical damage, ensuring the long-term durability and reliability of solar panels. As the solar industry continues to expand, the demand for high-quality encapsulation materials remains strong, underscoring their significant market presence.

Based on polymer type, the Fluoropolymer segment held over 64% revenue of the U.S. market in 2022, due to its exceptional durability and resistance to environmental stressors. Fluoropolymers, such as polyvinyl fluoride (PVF) and ethylene-tetrafluoroethylene (ETFE), are well-suited for the demanding outdoor environment of solar panels, withstanding prolonged exposure to factors like UV radiation, extreme temperatures, and moisture. This durability ensures the long lifespan and reliability of solar installations, making fluoropolymer-based solar films the preferred choice for maximizing energy generation and ensuring the sustained success of solar projects in the U.S.

Based on thickness, the less than 100 mm segment dominated the market in 2022 with a revenue share of over 45%, due to the practicality and versatility of thinner solar films. These films are lightweight, flexible, and easier to install and integrate into various applications, including building-integrated photovoltaics (BIPV). Their adaptability to different surfaces, such as windows, facades, and roofing materials, allows for seamless integration without compromising the aesthetics or functionality of structures. Thinner films are cost-effective and space-efficient, appealing to both residential and commercial solar projects, where maximizing energy generation and cost savings are paramount.

Clear (Non-reflective) was a highly penetrated film type segment due to its aesthetic appeal and suitability for various applications. Unlike reflective films, clear solar films are designed to maintain the appearance of architectural elements like windows, facades, and building surfaces while harnessing solar energy. This seamless integration into existing structures without altering their visual aesthetics makes clear solar films an attractive choice for building-integrated photovoltaic (BIPV) applications. In addition, they mitigate issues related to glare and light pollution, particularly in urban areas, contributing to their preference for regulatory compliance and community acceptance, further bolstering their dominance in the U.S. market.

U.S. Solar Films Market Report Highlights

Based on type, the encapsulation film segment held the largest revenue share of over 65% in 2023, due to its crucial role in protecting solar cells from

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environmental factors, ensuring the long-term durability and reliability of solar panels. Encapsulation films safeguard against moisture ingress and physical damage, making them an essential component in solar installations

Based on polymer type, the fluoropolymer film segment held over 64% revenue share in 2023, due to the exceptional durability and resistance to environmental stressors offered by fluoropolymers, making them well-suited for the demanding outdoor environment of solar panels

Based on thickness, the less than 100 mm segment held over 45% revenue share in 2023, due to the practicality and versatility of thinner solar films, which are lightweight, flexible, and cost-effective, making them a preferred choice for a wide range of solar applications

Based on film type, the clear (Non-reflective) segment held over 30% revenue share in 2023, due to its ability to seamlessly integrate into architectural elements while minimizing glare and maintaining aesthetic appeal, making it an ideal choice for building-integrated photovoltaic (BIPV) applications and urban environments

In terms of application, the construction industry segment held over 56% revenue share in 2023, and the segment growth is driven by the construction industry’s growing focus on sustainability and energy efficiency. Solar films offer a versatile and cost-effective solution for energy generation and aesthetic enhancement, aligning with these industry priorities

Based on end-use, the commercial segment held over 39% revenue share in 2023, and the segment growth is driven by the commercial sector's increasing emphasis on sustainability, energy efficiency, and long-term cost savings. Solar films offer a practical and eco-friendly solution for businesses to achieve these goals while generating clean, renewable energy

In June 2023, First Solar launched the world's first advanced thin-film semiconductor bifacial solar panel, initiating a limited production run. This pioneering technology will be showcased at Intersolar Europe in Munich, Germany, through the pre-commercial Series 6 Plus Bifacial solar module.

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