

# Window Film Market Size, Share & Trends Analysis Report By Product (Sun Control, Decorative, Security & Safety, Privacy), By Application (Automotive, Residential, Commercial, Marine), By Region, And Segment Forecasts, 2022 - 2030

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## Abstracts

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### Window Film Market Growth & Trends

The global window film market size is expected to reach USD 16.56 billion by 2030, according to a new report by Grand View Research, Inc., and is projected to expand at a CAGR of 5.2% during the forecast period. The global construction industry is expected to drive the market. The construction industry in emerging markets is expected to grow faster than in developed economies. The Middle East and Africa are expected to see significant growth due to massive investment in infrastructure and improved economic development.

Amid the global COVID-19 pandemic situation, the ongoing construction projects have stalled for a short period until the pandemic situation normalizes. Before the COVID-19 case, countries like China, India, Indonesia, Malaysia, Thailand, Vietnam, and Brazil experienced increased construction activity due to rapid urbanization and rising disposable income in Asia-Pacific. Growing awareness, rising demand for sustainable infrastructure, and rising government construction spending in these economies are expected to impact the forecast period positively.

Owing to the diversification of Saudi Arabia's economy from an oil-based economy to a tourism-based economy, the government of Saudi Arabia is investing heavily in

infrastructure development to reduce the carbon footprint further; the green building concept is gaining popularity, which will boost demand for window films in Saudi Arabia.

Decorative window film is expected to develop at a substantial growth rate during the forecast period. Decorative window film enhances the look of the window with an exciting design. It helps reduce energy bills, blinds windows, prevents carpets and furniture from fading, and adds aesthetic value to buildings. They are widely used in residential and commercial applications, including conference rooms, offices, facade glazing, hallways, and stairwells.

Rising demand from residential and commercial applications is expected to drive demand during the forecast period. Increased tinting activity for existing windows and stricter regulations for green building development is expected to drive demand for window films for residential applications. Decorative window films are ideal for commercial applications such as restaurants, hotel foyers, conference rooms, banks, offices, and residential applications such as bathrooms, front doors, solariums, and sidelights.

#### Window Film Market Report Highlights

The market was valued at USD 10.59 billion in 2021 and is estimated to grow at a CAGR of 5.2% from 2022 to 2030

In terms of revenue, sun control accounted for a prominent share in the market in 2021 and is further expected to witness prominent growth during the forecast period

The automobile application segment dominated the global market and accounted for more than 35.9% of the market revenue share in 2021

As of 2021, North America accounted for more than 32.6% share of the overall market. Increasing demand from automotive, marine, residential and commercial applications in the region are anticipated to augment market growth in the near future

Various strategic initiatives were recorded over the past few years to boost the growth of the market. For instance, On May 27, 2021, Toray Industries, Inc., successfully installed the film development machinery at its Mishima Plant. This

new setup will enable the company to create advanced offerings for an increasingly sophisticated and diverse film market. The machinery can develop an array of films by leveraging precision nano-multilayer design, NANOALLOY, performance nano-coating, and other underlying technologies

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