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Global Passive Daytime Radiative Cooling Materials Market Growth 2026-2032

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Abstracts

The global Passive Daytime Radiative Cooling Materials market size is predicted to grow from US$ 21.07 million in 2025 to US$ 126 million in 2032; it is expected to grow at a CAGR of 27.5% from 2026 to 2032.

Passive daytime radiative cooling (PDRC) materials are engineered surfaces—often films, paints, or coatings—that can lower their temperature under direct sunlight without consuming energy by balancing two optical properties: they reflect most incoming solar radiation (so they absorb very little heat from the sun) and they strongly emit thermal infrared radiation in the atmospheric “transparent window” (roughly 8–13 μm), allowing heat to radiate from the surface to the cold sky/outer space. When designed well and used on sky-facing surfaces, this combination can keep the material cooler than conventional surfaces and, under favorable weather (clear skies, low humidity, low wind), can even cool to below ambient air temperature. The average price of coating products is approximately US$6.29 per square meter, while the average price of film products is US$30 per square meter. Upstream sectors therefore span (1) materials: high-bandgap white pigments/fillers (e.g., BaSO?, CaCO?, TiO?), polymer binders/resins, solvents (for liquid systems), and additives for dispersion, rheology, UV stability, and anti-soiling; (2) substrates & converting: roof membranes, metal panels, plastics, fabrics, primers, adhesives, and packaging; and (3) manufacturing & QA: paint-making/dispersing, film extrusion/lamination or scalable coating processes (e.g., spray/roll/dip/phase-inversion approaches) plus optical/thermal metrology to verify reflectance/emittance consistency. Downstream, PDRC materials flow into construction and roofing (new build + retrofit roofs/facades), industrial assets (tanks, warehouses, cold-chain surfaces), and outdoor infrastructure/equipment (enclosures, transport surfaces), typically sold through coating/roofing distributors, contractors, and OEM partnerships; adoption is often gated by standard test metrics (solar reflectance, thermal

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emittance, and SRI) used in cool-surface procurement and specifications.

The market opportunity for PDRC materials is strongest where customers value a passive, no-electricity way to cut surface temperatures and reduce cooling loads/peak demand, and where procurement can be “pulled through” existing cool-roof/cool-surface specification habits—but PDRC must prove incremental value beyond conventional high-reflectance coatings. Competition is therefore less about the basic physics (widely understood) and more about bankable field performance: maintaining high reflectance/emittance over time despite UV exposure, soiling, moisture, and real-world installation variability, with climate effects (humidity/cloud cover) and maintenance practices shaping realized benefits. Commercial winners tend to be those who can industrialize durable, standards-aligned products (including versions compatible with common roof systems and application methods), document performance with credible testing, and partner with established coatings/roofing channels—while R&D focus areas like anti-soiling, long-life binders, and scalable film/coating manufacturing determine how quickly PDRC moves from “specialty” to mainstream building and infrastructure specifications.

LP Information, Inc. (LPI) ' newest research report, the “Passive Daytime Radiative Cooling Materials Industry Forecast” looks at past sales and reviews total world Passive Daytime Radiative Cooling Materials sales in 2025, providing a comprehensive analysis by region and market sector of projected Passive Daytime Radiative Cooling Materials sales for 2026 through 2032. With Passive Daytime Radiative Cooling Materials sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Passive Daytime Radiative Cooling Materials industry.

This Insight Report provides a comprehensive analysis of the global Passive Daytime Radiative Cooling Materials landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Passive Daytime Radiative Cooling Materials portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Passive Daytime Radiative Cooling Materials market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Passive Daytime Radiative Cooling Materials and breaks down the forecast by Type, by Application, geography, and market size to highlight

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emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Passive Daytime Radiative Cooling Materials.

This report presents a comprehensive overview, market shares, and growth opportunities of Passive Daytime Radiative Cooling Materials market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Paints

Films

Others

Segmentation by Reflectivity:

Reflectivity Greater Than 96%

Reflectivity Less Than 96%

Segmentation by Color:

White

Colored

Transparent

Segmentation by Application:

Construction Industry

Warehousing

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Transportation Equipment

Energy and Power Facilities

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

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UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

SPACE COOL

Azure Era

i2Cool

MG Energy

Radi-Cool

CSCEC

Pirta

Cryox

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3M

AkzoNobel

Aorun Advanced Materials

SKSHU Paint

Nippon Paint

Beixin Jiabaoli Coatings

Key Questions Addressed in this Report

What is the 10-year outlook for the global Passive Daytime Radiative Cooling Materials market?

What factors are driving Passive Daytime Radiative Cooling Materials market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Passive Daytime Radiative Cooling Materials market opportunities vary by end market size?

How does Passive Daytime Radiative Cooling Materials break out by Type, by Application?

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