

Building-Integrated Wind Market Forecasts to 2034 – Global Analysis By Installation Type (Rooftop Integration, Façade & Wall Integration and Hybrid Building Envelope Integration), Capacity, Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Building-Integrated Wind Market is accounted for \$199.7 million in 2026 and is expected to reach \$549.9 million by 2034 growing at a CAGR of 13.5% during the forecast period. Building-integrated wind involves embedding compact wind turbines within building structures to produce renewable energy at the point of use. Commonly positioned on rooftops, walls, or architectural elements, these systems harness wind currents in urban environments. They contribute to reducing reliance on conventional power sources, cutting greenhouse gas emissions, and improving overall building energy performance. Despite issues like inconsistent wind availability, sound concerns, and design complexity, ongoing innovations in turbine technology and city planning are enhancing practicality. This approach is becoming more popular as an eco-friendly strategy in the advancement of sustainable buildings and future-ready urban infrastructure.

According to the Global Wind Energy Council (GWEC), total global wind power capacity reached 1,050 GW in 2024, with onshore wind accounting for the majority and offshore wind expanding rapidly. This parent market growth directly supports niche segments like Building-Integrated Wind, which leverage urban architecture for decentralized generation.

Market Dynamics:

Driver:

Rising demand for sustainable urban energy solutions

The rising focus on environmentally responsible city development significantly drives the building-integrated wind market. Urban areas are experiencing higher energy consumption while attempting to lower emissions and ecological harm. Incorporating wind turbines into structures allows localized renewable energy production, supporting sustainable construction practices. Regulatory bodies and planners are encouraging clean energy through favorable policies and incentives, boosting adoption. With rapid urbanization, decentralized energy generation is becoming essential, positioning building-integrated wind as a viable option. This solution strengthens energy independence and supports broader environmental objectives and climate mitigation efforts across modern cities.

Restraint:

High initial installation and integration costs

The high cost associated with installing and integrating wind systems into buildings acts as a major limitation for market growth. These projects demand customized engineering, specialized construction techniques, and high-quality materials, raising total expenses significantly. Upgrading existing structures to accommodate turbines can be particularly expensive due to redesign and regulatory compliance needs. Such financial challenges often deter builders and investors, particularly in budget-conscious regions. While future energy savings may offset costs, the large initial investment delays profitability. Additionally, limited funding support and uncertainties about system efficiency contribute to slower adoption of building-integrated wind technologies.

Opportunity:

Technological innovations in micro and vertical wind turbines

Ongoing innovation in small-scale and vertical wind turbine designs is unlocking new opportunities in the building-integrated wind market. These advanced systems are optimized for urban settings, where wind conditions are often irregular and less intense. Their smaller footprint, quieter operation, and enhanced safety make them ideal for integration into modern building designs. Continuous improvements in efficiency and materials are increasing their reliability and affordability. As these technologies evolve, they provide architects and developers with greater flexibility to incorporate wind energy

into new developments and existing structures, supporting broader adoption of integrated renewable energy solutions.

Threat:

Competition from alternative renewable energy technologies

Strong competition from alternative clean energy technologies, especially solar systems, threatens the growth of the building-integrated wind market. Solar panels are popular due to their affordability, simple installation, and reliable energy generation. In cities, they are often chosen over wind systems because they fit easily on rooftops and require minimal structural adjustments. This widespread preference reduces interest in wind-based building solutions. Moreover, ongoing improvements in solar efficiency and battery storage enhance their attractiveness, creating additional challenges for building-integrated wind technologies to compete effectively in the renewable energy landscape.

Covid-19 Impact:

The COVID-19 outbreak had both negative and positive effects on the building-integrated wind market. In the early stages, supply chain interruptions, workforce limitations, and halted construction projects significantly slowed installations and development. Economic instability led to delays in investments and the postponement of several sustainable building initiatives. On the other hand, the crisis highlighted the importance of reliable and sustainable energy systems, boosting interest in localized renewable solutions. Government stimulus programs promoting green recovery supported the sector's revival. With the gradual resumption of construction and increased focus on sustainability, the market regained momentum and shows stronger future growth potential.

The rooftop integration segment is expected to be the largest during the forecast period

The rooftop integration segment is expected to account for the largest market share during the forecast period because it offers simpler installation and better wind exposure. Elevated roof spaces allow turbines to access stronger and more consistent airflow than wall or facade-mounted systems. This makes rooftops a preferred choice for residential and commercial buildings, as they involve minimal structural changes and easier servicing. They can also be paired with solar energy systems to improve overall renewable output. Increasing urban development and the growing focus on sustainable building designs are further reinforcing the strong position of rooftop-integrated wind

systems in modern construction practices.

The public sector & municipal authorities segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the public sector & municipal authorities segment is predicted to witness the highest growth rate, driven by strong sustainability commitments and urban clean energy initiatives. These entities are actively incorporating renewable systems into public infrastructure to lower emissions and improve energy efficiency. Adoption across civic buildings, healthcare facilities, educational institutions, and smart city developments is expanding rapidly. Supportive regulations, financial incentives, and long-term carbon neutrality targets are accelerating implementation. Furthermore, public authorities often pioneer advanced green technologies, positioning this segment as the leading growth driver in the market.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share because of its strong focus on clean energy transition and strict environmental policies. The region promotes sustainable construction through advanced green building codes and ambitious climate neutrality goals. Several countries, including Germany, the United Kingdom, Denmark, and the Netherlands, are actively deploying building-integrated renewable technologies. High levels of urban development, favourable government support, and strong technological innovation contribute to its leading position. Moreover, Europe's commitment to smart cities and eco-friendly infrastructure continues to accelerate the adoption of wind energy systems integrated into buildings across the region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rapid urban expansion and increasing energy requirements. Major economies like China, India, Japan, and South Korea are heavily investing in renewable energy and smart urban infrastructure. Supportive government policies aimed at reducing emissions and promoting clean energy are further fueling adoption. Ongoing construction growth and rising interest in decentralized power systems are strengthening demand. The region's large population and continuous infrastructure modernization also create significant opportunities for integrating wind energy technologies into buildings.

Key players in the market

Some of the key players in Building-Integrated Wind Market include Windside Production Inc, AeroVironment, Inc., Abschrica, Intec, Gaia Wind Turbines Ltd, Fortis, Aeternag Corporation, Wind Electric Incorporated, WindKraft Inc., Turby N.V., Windvogel B.V., Ecofys, Saphon Energy, ENECO Texas LLC, Ropatec, Proven Energy, Renewable Devices and Quietrevolution.

Key Developments:

In December 2025, Fortis Energy has launched the construction of its 75-MWdc Erseke solar project in Albania after securing formal approval for the project. Fortis Energy said it is inviting qualified suppliers and contractors to submit their inquiries for upcoming construction and procurement packages related to the project's execution phase. The Turkish developer previously said it expects to complete construction and installation works within three years.

In August 2025, AeroVironment, Inc. and SNC announced a strategic partnership to align multi-domain capabilities to define and build the next generation of integrated, open architecture air & missile defense in support of the Golden Dome for America (GDA).

Installation Types Covered:

Rooftop Integration

Façade & Wall Integration

Hybrid Building Envelope Integration

Capacities Covered:

Micro (500 kW)

Technologies Covered:

Horizontal-Axis Building-Integrated Wind Turbines

Vertical-Axis Building-Integrated Wind Turbines

Applications Covered:

Residential Buildings

Commercial Buildings

Industrial Facilities

Institutional Buildings

End Users Covered:

Individual Homeowners

Real Estate Developers

Corporate Enterprises

Public Sector & Municipal Authorities

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL BUILDING-INTEGRATED WIND MARKET, BY INSTALLATION TYPE

- 5.1 Rooftop Integration
- 5.2 Façade & Wall Integration
- 5.3 Hybrid Building Envelope Integration

6 GLOBAL BUILDING-INTEGRATED WIND MARKET, BY CAPACITY

- 6.1 Micro (500 kW)

7 GLOBAL BUILDING-INTEGRATED WIND MARKET, BY TECHNOLOGY

- 7.1 Horizontal-Axis Building-Integrated Wind Turbines
- 7.2 Vertical-Axis Building-Integrated Wind Turbines

8 GLOBAL BUILDING-INTEGRATED WIND MARKET, BY APPLICATION

- 8.1 Residential Buildings
- 8.2 Commercial Buildings
- 8.3 Industrial Facilities
- 8.4 Institutional Buildings

9 GLOBAL BUILDING-INTEGRATED WIND MARKET, BY END USER

- 9.1 Individual Homeowners
- 9.2 Real Estate Developers
- 9.3 Corporate Enterprises
- 9.4 Public Sector & Municipal Authorities

10 GLOBAL BUILDING-INTEGRATED WIND MARKET, BY GEOGRAPHY

- 10.1 North America
 - 10.1.1 United States
 - 10.1.2 Canada
 - 10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

10.3.10 Vietnam

10.3.11 Rest of Asia Pacific

10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

10.4.5 Peru

10.4.6 Rest of South America

10.5 Rest of the World (RoW)

10.5.1 Middle East

10.5.1.1 Saudi Arabia

10.5.1.2 United Arab Emirates

10.5.1.3 Qatar

10.5.1.4 Israel

10.5.1.5 Rest of Middle East

10.5.2 Africa

- 10.5.2.1 South Africa
- 10.5.2.2 Egypt
- 10.5.2.3 Morocco
- 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Windside Production Inc
- 13.2 AeroVironment, Inc.
- 13.3 Abschrica
- 13.4 Intec
- 13.5 Gaia Wind Turbines Ltd
- 13.6 Fortis
- 13.7 Aeternag Corporation
- 13.8 Wind Electric Incorporated
- 13.9 WindKraft Inc.
- 13.10 Turby N.V.
- 13.11 Windvogel B.V.
- 13.12 Ecofys
- 13.13 Saphon Energy
- 13.14 ENECO Texas LLC
- 13.15 Ropatec
- 13.16 Proven Energy
- 13.17 Renewable Devices

13.18 Quietrevolution

List Of Tables

LIST OF TABLES

Table 1 Global Building-Integrated Wind Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Building-Integrated Wind Market Outlook, By Installation Type (2023-2034) (\$MN)

Table 3 Global Building-Integrated Wind Market Outlook, By Rooftop Integration (2023-2034) (\$MN)

Table 4 Global Building-Integrated Wind Market Outlook, By Façade & Wall Integration (2023-2034) (\$MN)

Table 5 Global Building-Integrated Wind Market Outlook, By Hybrid Building Envelope Integration (2023-2034) (\$MN)

Table 6 Global Building-Integrated Wind Market Outlook, By Capacity (2023-2034) (\$MN)

Table 7 Global Building-Integrated Wind Market Outlook, By Micro (500 kW) (2023-2034) (\$MN)

Table 11 Global Building-Integrated Wind Market Outlook, By Technology (2023-2034) (\$MN)

Table 12 Global Building-Integrated Wind Market Outlook, By Horizontal-Axis Building-Integrated Wind Turbines (2023-2034) (\$MN)

Table 13 Global Building-Integrated Wind Market Outlook, By Vertical-Axis Building-Integrated Wind Turbines (2023-2034) (\$MN)

Table 14 Global Building-Integrated Wind Market Outlook, By Application (2023-2034) (\$MN)

Table 15 Global Building-Integrated Wind Market Outlook, By Residential Buildings (2023-2034) (\$MN)

Table 16 Global Building-Integrated Wind Market Outlook, By Commercial Buildings (2023-2034) (\$MN)

Table 17 Global Building-Integrated Wind Market Outlook, By Industrial Facilities (2023-2034) (\$MN)

Table 18 Global Building-Integrated Wind Market Outlook, By Institutional Buildings (2023-2034) (\$MN)

Table 19 Global Building-Integrated Wind Market Outlook, By End User (2023-2034) (\$MN)

Table 20 Global Building-Integrated Wind Market Outlook, By Individual Homeowners (2023-2034) (\$MN)

Table 21 Global Building-Integrated Wind Market Outlook, By Real Estate Developers (2023-2034) (\$MN)

Table 22 Global Building-Integrated Wind Market Outlook, By Corporate Enterprises
(2023-2034) (\$MN)

Table 23 Global Building-Integrated Wind Market Outlook, By Public Sector & Municipal
Authorities (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World
(RoW) Regions are also represented in the same manner as above.

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