

# **Smart Glass and Smart Window Market Forecasts to 2034 – Global Analysis By Technology (Electrochromic, Photochromic, Thermochemical, Suspended Particle Devices (SPD), Polymer Dispersed Liquid Crystal (PDLC), Micro-Blinds and Nanocrystal/Quantum Dot Smart Glass), Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Smart Glass and Smart Window Market is accounted for \$8.7 billion in 2026 and is expected to reach \$25.7 billion by 2034 growing at a CAGR of 14.5% during the forecast period. Smart windows and smart glass are innovative materials designed to adjust their transparency based on stimuli like electrical voltage, temperature, or sunlight. They enhance energy savings by managing heat, minimizing glare, and increasing indoor comfort. Commonly implemented in homes, offices, and vehicles, these technologies improve privacy, design, and environmental efficiency. Using electrochromic, thermochemical, or photochromic coatings, smart windows enable users to control light and shade dynamically, lowering energy use and improving lighting conditions, while providing aesthetic appeal and functional benefits in modern architecture.

According to the U.S. Department of Energy (DOE), smart glass and smart windows can reduce building energy consumption by up to 20% through dynamic control of solar heat gain and daylighting. Similarly, the European Commission highlights smart glazing as a key enabler in achieving EU energy efficiency targets for buildings.

Market Dynamics:

### Driver:

#### Increasing demand for privacy and security

The ability of smart glass to alternate between clear and opaque states provides effective privacy and security solutions. It eliminates the need for traditional curtains or blinds while maintaining design elegance. Offices, homes, and medical facilities benefit from controlled visibility, safeguarding sensitive areas. With the rising emphasis on smart buildings and secure interiors, this privacy and security functionality significantly drives the adoption of smart windows across multiple applications.

### Restraint:

#### High maintenance and durability concerns

The performance of smart glass depends on careful maintenance and handling, with components such as coatings, sensors, and circuits susceptible to wear or failure. Harsh weather, dust, and mechanical stress can reduce lifespan, resulting in repair or replacement expenses. Specialized services and technical support are often required, increasing operational complexity. These durability and maintenance challenges deter some potential buyers, particularly in extreme climates, representing a major restraint to the adoption and growth of smart glass and smart window technologies.

### Opportunity:

#### Expansion in green and energy-efficient buildings

Sustainability initiatives and green building requirements create opportunities for smart glass adoption. By managing heat and light efficiently, smart windows help projects achieve certifications like LEED and BREEAM. Incentives and regulations supporting energy-efficient construction encourage developers to incorporate smart glass in homes and offices. This not only improves building ratings but also appeals to eco-conscious buyers, making energy-efficient design a major growth avenue for the smart glass and smart window market.

### Threat:

#### Competition from traditional glass and low-cost alternatives

Conventional glass, blinds, and inexpensive window films pose a competitive threat to smart windows. They are affordable, easily available, and familiar to consumers, providing simple solutions for privacy, light management, and insulation. In cost-sensitive regions, buyers often prefer these cheaper options over high-priced smart glass. Local manufacturers offering low-cost alternatives can further challenge market growth. The availability of such substitutes represents a major threat to the expansion of the smart glass and smart window industry, particularly in emerging markets and among price-conscious customers.

#### Covid-19 Impact:

The COVID-19 pandemic negatively impacted the smart glass market through construction delays, supply chain disruptions, and lower spending on premium building materials. Manufacturing operations and transportation restrictions caused shortages of essential components and raw materials. Conversely, heightened focus on indoor comfort, hygiene, and energy efficiency increased interest in smart windows for hospitals, offices, and homes. Although immediate market growth slowed, the crisis underscored the value of sustainable, adaptable, and intelligent building technologies, reinforcing the potential for long-term expansion and adoption of smart glass and smart window solutions worldwide.

The electrochromic segment is expected to be the largest during the forecast period

The electrochromic segment is expected to account for the largest market share during the forecast period because of its efficient energy management, long lifespan, and wide applicability. It enables adjustable control of sunlight and heat with minimal electric input, making it ideal for homes, offices, and vehicles. The technology reduces glare, enhances daylight use, and contributes to energy conservation, encouraging adoption. Its integration with smart building systems and relatively low maintenance further boost its appeal. Consequently, electrochromic windows are the leading segment in the global smart glass and smart window market, outperforming other technologies in terms of popularity and utilization across multiple sectors.

The automotive & transportation segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the automotive & transportation segment is predicted to witness the highest growth rate, reflecting strong interest in premium, energy-saving, and high-tech vehicles. These windows improve comfort by controlling sunlight, heat,

and privacy, while enhancing design appeal in cars, trains, buses, and aircraft. Rising electric vehicle production and integration with smart mobility systems accelerate adoption of technologies such as electrochromic, SPD, and PDLC glass. Automakers are increasingly incorporating smart glazing to improve passenger experience, sustainability, and competitive advantage, making the automotive and transportation segment the fastest-growing area in the global smart glass and smart window market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by early adoption of innovative building solutions and significant investments in energy-efficient infrastructure. High demand from modern commercial and residential developments, coupled with government policies supporting sustainability, strengthens market dominance. Presence of major manufacturers and growing use of smart glass in automotive, aerospace and construction sectors further boosts growth. Integration with building automation systems and IoT devices improves comfort and energy management, positioning North America as the largest and most advanced market for smart windows worldwide.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR due to rapid urban growth, rising infrastructure investments, and adoption of energy-efficient construction practices. Increasing income levels, growing commercial and residential projects, and government incentives for sustainable buildings are boosting market demand. Key countries, including China, India, and Japan, focus on smart city initiatives and eco-friendly architecture. Rising awareness of comfort, privacy, and energy efficiency further drives adoption.

Key players in the market

Some of the key players in Smart Glass and Smart Window Market include Saint-Gobain S.A., Merck KGaA, PPG Industries Inc., Asahi Glass Co., Corning Incorporated, Gauzy Ltd., View Inc., Halio Inc., Gentex Corporation, ChromoGenics AB, Polytronix Inc., Research Frontiers Inc., Nippon Sheet Glass Co., Ltd., Fuyao Glass Industry Group, Smartglass International Ltd., Kinestral Technologies Inc., Pro Display and Skyline Design.

Key Developments:

In November 2025, Merck KGaA has signed a 20-year power purchase agreement (PPA) with SK Innovation E&S to supply renewable electricity to its life science manufacturing sites in Daejeon and Songdo, South Korea. The agreement adds 16 megawatts (MW) of new renewable capacity and represents the company's longest energy commitment in the Asia-Pacific region.

In August 2025, PPG announced the extension of its joint venture agreement in India with Asian Paints Ltd. The 15-year renewal will allow the companies to continue serving the country's industrial, protective, marine, packaging, automotive and powder coatings customers with industry-leading solutions that solve customers' biggest challenges. The extension will take effect in 2026 and run through 2041.

In October 2025, Saint-Gobain has signed a definitive agreement with the Brazilian group GG10, owner of the G-Haus brand, for the sale of Tumelero, a retail chain specializing in construction materials, with a strong presence in southern Brazil. Tumelero is currently operating 16 stores and 1 logistic center in Rio Grande do Sul, employs around 580 people and generated revenues of around €40 million in 2024.

#### Technologies Covered:

Electrochromic

Photochromic

Thermochromic

Suspended Particle Devices (SPD)

Polymer Dispersed Liquid Crystal (PDLC)

Micro-Blinds

Nanocrystal/Quantum Dot Smart Glass

#### Applications Covered:

Architecture & Construction

Automotive & Transportation

Aerospace & Marine

Consumer Electronics

Energy & Power Infrastructure

End Users Covered:

Commercial Buildings

Residential Buildings

Industrial Facilities

Government & Public Infrastructure

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)

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