

Awnings Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Product Type (Fixed Awnings, Retractable Awnings), By Material (Fabric Awnings, Metal Awnings), By Application (Residential, Commercial), By Region, By Competition, 2020-2030F

<https://marketpublishers.com/r/A69652FE82FCEN.html>

Date: July 2025

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: A69652FE82FCEN

Abstracts

Market Overview

The Awnings Market was valued at USD 9.69 Billion in 2024 and is projected to reach USD 13.65 Billion by 2030, growing at a CAGR of 5.72%. This market includes the design, production, and installation of secondary coverings mounted to exterior walls of buildings, commonly made from materials like canvas, acrylic, vinyl, polyester, or metal. Installed above doors, windows, patios, or decks, awnings provide shade, aesthetic enhancement, and protection from sun, rain, and wind. Additionally, they support energy efficiency by minimizing indoor heat gain. Their growing appeal in both residential and commercial environments is driven by their practicality, decorative function, and contribution to outdoor space usability.

Key Market Drivers

Rising Demand for Outdoor Living and Comfort Solutions

The growing consumer emphasis on enhanced outdoor living experiences is a major force propelling the awnings market. Homeowners are increasingly investing in transforming patios, balconies, and gardens into functional outdoor spaces used for relaxation, dining, and social activities. Awnings play a crucial role by offering shade,

reducing solar glare, and shielding furniture from weather damage, thereby increasing year-round outdoor usability.

In commercial spaces—such as cafés, restaurants, and retail storefronts—awnings contribute to customer comfort and can also serve as branding tools through customizable designs. The rising popularity of retractable and motorized models appeals to hospitality businesses seeking to improve their outdoor offerings. Furthermore, the shift in consumer lifestyle following the COVID-19 pandemic has intensified demand for home upgrades, including improvements to outdoor living areas, boosting market growth.

Key Market Challenges

Seasonal Demand Fluctuations and Weather Dependency

Seasonal demand and dependence on favorable weather conditions represent key challenges in the awnings market. Awnings are typically installed for sun and weather protection during warmer seasons, leading to peak sales in spring and summer and lower activity in fall and winter. This seasonality affects revenue consistency and complicates inventory and workforce planning.

Additionally, unexpected weather events—such as prolonged cold, heavy rainfall, or storms—can delay installations and disrupt consumer purchasing decisions. In regions prone to extreme conditions like hurricanes or snowstorms, concerns about awning durability may also hinder sales. These challenges drive the need for product diversification, such as all-weather or indoor shading solutions, but such expansion demands investment in R&D and adjustments to manufacturing operations. Moreover, fluctuating demand complicates raw material forecasting, and incorrect procurement may result in inventory surpluses or shortages, ultimately affecting profitability.

Key Market Trends

Rising Adoption of Motorized and Smart Awnings

The awnings market is increasingly embracing motorized and smart awning solutions as consumers prioritize automation, convenience, and energy efficiency. These systems can be integrated with home automation platforms and operated via remotes, smartphones, voice commands, or weather-responsive sensors. Particularly in residential applications, motorized awnings offer user-friendly functionality for all age

groups and enhance the energy efficiency of homes by optimizing shade control.

Advanced models now feature programmable functions and integration with weather forecasts, allowing automatic retraction in harsh conditions to prevent damage. The commercial sector is also adopting smart awnings to improve customer experiences and operational adaptability in restaurants, hotels, and retail spaces. Innovations such as quieter motors, solar-powered mechanisms, and built-in lighting or heating systems are expanding the functionality and appeal of these advanced awning products.

Key Market Players

SunSetter Products, LLC

Advanced Design Awnings & Signs

Eide Industries, Inc.

KE Durasol Awnings, Inc.

Americana Outdoors, Inc.

Schmitz-Werke GmbH + Co. KG (markilux)

Sunair Awnings & Screens

The Awning Company, Inc.

Stobag AG

Marygrove Awnings

Report Scope:

In this report, the Global Awnings Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Awnings Market, By Product Type:

Fixed Awnings

Retractable Awnings

Awnings Market, By Material:

Fabric Awnings

Metal Awnings

Awnings Market, By Application:

Residential

Commercial

Awnings Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global

Awnings Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Product Type (F...

Awnings Market.

Available Customizations:

Global Awnings Market report with the given Market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional Market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
- 1.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
 - 2.5.1. Secondary Research
 - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
 - 2.6.1. The Bottom-Up Approach
 - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
 - 2.8.1. Data Triangulation & Validation

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. GLOBAL AWNINGS MARKET OUTLOOK

- 5.1. Market Size & Forecast

- 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type (Fixed Awnings, Retractable Awnings)
 - 5.2.2. By Material (Fabric Awnings, Metal Awnings)
 - 5.2.3. By Application (Residential, Commercial)
 - 5.2.4. By Region
- 5.3. By Company (2024)
- 5.4. Market Map

6. NORTH AMERICA AWNINGS MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Product Type
 - 6.2.2. By Material
 - 6.2.3. By Application
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Awnings Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Product Type
 - 6.3.1.2.2. By Material
 - 6.3.1.2.3. By Application
 - 6.3.2. Canada Awnings Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Product Type
 - 6.3.2.2.2. By Material
 - 6.3.2.2.3. By Application
 - 6.3.3. Mexico Awnings Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Product Type
 - 6.3.3.2.2. By Material

6.3.3.2.3. By Application

7. EUROPE AWNINGS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Material

7.2.3. By Application

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Awnings Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product Type

7.3.1.2.2. By Material

7.3.1.2.3. By Application

7.3.2. United Kingdom Awnings Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product Type

7.3.2.2.2. By Material

7.3.2.2.3. By Application

7.3.3. Italy Awnings Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product Type

7.3.3.2.2. By Material

7.3.3.2.3. By Application

7.3.4. France Awnings Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Product Type

7.3.4.2.2. By Material

- 7.3.4.2.3. By Application
- 7.3.5. Spain Awnings Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type
 - 7.3.5.2.2. By Material
 - 7.3.5.2.3. By Application

8. ASIA-PACIFIC AWNINGS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Material
 - 8.2.3. By Application
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Awnings Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Material
 - 8.3.1.2.3. By Application
 - 8.3.2. India Awnings Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Material
 - 8.3.2.2.3. By Application
 - 8.3.3. Japan Awnings Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Material

- 8.3.3.2.3. By Application
- 8.3.4. South Korea Awnings Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Material
 - 8.3.4.2.3. By Application
- 8.3.5. Australia Awnings Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By Material
 - 8.3.5.2.3. By Application

9. SOUTH AMERICA AWNINGS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type
 - 9.2.2. By Material
 - 9.2.3. By Application
 - 9.2.4. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Awnings Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product Type
 - 9.3.1.2.2. By Material
 - 9.3.1.2.3. By Application
 - 9.3.2. Argentina Awnings Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product Type
 - 9.3.2.2.2. By Material

- 9.3.2.2.3. By Application
- 9.3.3. Colombia Awnings Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product Type
 - 9.3.3.2.2. By Material
 - 9.3.3.2.3. By Application

10. MIDDLE EAST AND AFRICA AWNINGS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type
 - 10.2.2. By Material
 - 10.2.3. By Application
 - 10.2.4. By Country
- 10.3. Middle East and Africa: Country Analysis
 - 10.3.1. South Africa Awnings Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By Material
 - 10.3.1.2.3. By Application
 - 10.3.2. Saudi Arabia Awnings Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Material
 - 10.3.2.2.3. By Application
 - 10.3.3. UAE Awnings Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By Material

- 10.3.3.2.3. By Application
- 10.3.4. Kuwait Awnings Market Outlook
 - 10.3.4.1. Market Size & Forecast
 - 10.3.4.1.1. By Value
 - 10.3.4.2. Market Share & Forecast
 - 10.3.4.2.1. By Product Type
 - 10.3.4.2.2. By Material
 - 10.3.4.2.3. By Application
- 10.3.5. Turkey Awnings Market Outlook
 - 10.3.5.1. Market Size & Forecast
 - 10.3.5.1.1. By Value
 - 10.3.5.2. Market Share & Forecast
 - 10.3.5.2.1. By Product Type
 - 10.3.5.2.2. By Material
 - 10.3.5.2.3. By Application

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. COMPANY PROFILES

- 13.1. SunSetter Products, LLC
 - 13.1.1. Business Overview
 - 13.1.2. Key Revenue and Financials
 - 13.1.3. Recent Developments
 - 13.1.4. Key Personnel/Key Contact Person
 - 13.1.5. Key Product/Services Offered
- 13.2. Advanced Design Awnings & Signs
- 13.3. Eide Industries, Inc.
- 13.4. KE Durasol Awnings, Inc.
- 13.5. Americana Outdoors, Inc.

13.6. Schmitz-Werke GmbH + Co. KG (markilux)

13.7. Sunair Awnings & Screens

13.8. The Awning Company, Inc.

13.9. Stobag AG

13.10. Marygrove Awnings

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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