

# **Solar Roofing Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Product Type (Monocrystalline Solar Roof, Polycrystalline Solar Roof, and Thin-Film Solar Roof), By Material Type (Silicon-Based Materials, Thin-film Materials, and Building-Integrated Photovoltaics (BIPV)), By Application (Residential, Commercial, and Industrial), By Region, By Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

The Solar Roofing Market was valued at USD 5.61 Billion in 2024 and is expected to reach USD 10.33 Billion by 2030 with a CAGR of 10.55%. The solar roofing market refers to the segment within the renewable energy and building materials industries focused on the development, production, installation, and maintenance of roofing systems integrated with solar energy generation capabilities. These systems, typically comprising solar shingles, tiles, or photovoltaic (PV) panels embedded directly into the roof structure, serve the dual function of acting as a protective roof covering while harnessing sunlight to generate electricity for residential, commercial, and industrial applications.

Unlike conventional rooftop solar panel installations, solar roofing is designed to seamlessly blend into the building's architectural aesthetic, offering a sleek and less intrusive alternative. The market encompasses a wide range of technologies including thin-film photovoltaics, monocrystalline and polycrystalline silicon cells, and advanced energy storage solutions that enhance energy self-sufficiency. Driven by increasing

awareness of sustainable living, government incentives for clean energy adoption, and advances in building-integrated photovoltaics (BIPV), the market is rapidly expanding in both developed and emerging economies. It involves various stakeholders such as material manufacturers, solar technology developers, installation service providers, utility companies, and homeowners or property developers seeking to improve energy efficiency and reduce carbon footprints.

## Key Market Drivers

### Surging Demand for Integrated Renewable Solutions in Residential Construction

The rapid global shift towards sustainable and energy-efficient living has fueled a significant demand for integrated renewable solutions in the residential construction sector, positioning solar roofing as a central component in this transformation. As environmental awareness grows among homeowners and governments alike, more emphasis is placed on reducing carbon footprints and minimizing dependency on fossil fuels. Solar roofing offers an aesthetically pleasing, dual-function alternative to traditional solar panels by seamlessly integrating photovoltaic technology into roofing materials, thereby eliminating the need for separate panel installations.

This integration appeals particularly to new residential construction and re-roofing projects where homeowners are looking for long-term, future-proof investments. Builders and architects are increasingly incorporating solar roofing systems into blueprints to meet green building standards and energy-efficiency regulations. Furthermore, smart home technologies and energy management systems are being aligned with solar roofing, allowing households to monitor and control their electricity generation and usage in real time, optimizing energy consumption and reducing utility bills. As more regions adopt net-zero building mandates and stricter energy codes, the appeal of solar roofs over conventional shingles continues to grow, especially among environmentally conscious and tech-savvy homeowners.

The lifetime value proposition of solar roofing—combining protection, energy generation, and long-term savings—makes it more attractive as energy prices fluctuate and utility companies offer less favorable buyback terms. The aesthetic advantage of solar shingles over bulky panel systems also plays a pivotal role, particularly in communities with strict homeowner association guidelines or historical architectural standards. As financing options become more accessible, including solar mortgages and green loans, residential buyers are increasingly able to afford these advanced systems. The convergence of consumer demand, sustainable design trends, regulatory support, and

the falling cost of solar technology is creating a robust growth path for solar roofing within the broader residential construction ecosystem, propelling market expansion across both developed and developing nations. Global residential solar panel installations surpassed 100 GW in cumulative capacity by 2024. Over 35% of new residential constructions globally now include integrated renewable energy features. The market for residential solar rooftop systems is expected to exceed USD 75 billion by 2030. Smart home energy systems with renewable integration are growing at a CAGR of over 20% worldwide. More than 25 million homes globally are equipped with solar PV and battery storage systems. Asia-Pacific accounts for over 45% of global residential renewable energy adoption. Annual residential green building projects are increasing by 15% year-on-year across major economies.

## Key Market Challenges

### High Initial Installation Costs and Affordability Barriers

The solar roofing market continues to face significant hurdles due to the high upfront installation costs associated with solar roof tiles and shingles, which act as a major deterrent to widespread adoption across residential and commercial sectors. Unlike traditional rooftop solar panels, solar roofing systems require custom design, structural reinforcement, and skilled labor for proper installation, leading to substantially higher capital expenditure. The cost of materials, including specialized photovoltaic shingles, integrated wiring systems, and compatible inverters, further adds to the overall project budget, often making it financially unviable for average homeowners or small businesses.

Additionally, unlike standard solar panels that can be installed on existing rooftops, solar roofing often necessitates a full roof replacement or new construction, compounding the investment required. This restricts its application mainly to new-build properties or luxury retrofits. Despite long-term savings on electricity bills and potential tax incentives, many consumers struggle with the initial outlay, especially in developing economies where financing options are limited or nonexistent. Furthermore, financial institutions remain cautious about funding solar roofing projects due to limited resale value and unfamiliarity with performance risks over time, thereby increasing the difficulty in securing favorable loans or mortgages.

The lack of standardized pricing and limited competition among suppliers also results in higher markups, making it hard for consumers to compare costs or find cost-effective alternatives. As a result, potential adopters often default to traditional solar panel

solutions, which are more established, easier to finance, and provide faster return on investment. This cost disparity slows down mass-market penetration of solar roofing technologies and limits their potential to contribute significantly to renewable energy goals. Until the industry achieves economies of scale, standardization of components, and greater consumer education about long-term value, high upfront costs will remain a prominent roadblock hindering the growth trajectory of the global solar roofing market.

## Key Market Trends

### Increasing Integration of Aesthetics with Functionality in Solar Roofing Systems

One of the most prominent trends reshaping the solar roofing market is the shift toward integrating aesthetic design with solar functionality, particularly in residential and high-end commercial applications. As traditional solar panels are often perceived as bulky and visually intrusive, consumers are increasingly opting for sleeker, more visually appealing alternatives such as solar shingles and building-integrated photovoltaics (BIPV). These systems mimic the look of conventional roofing materials like slate, tiles, or asphalt shingles while providing energy-generating capabilities, making them especially attractive for homeowners and architects focused on design.

This evolution reflects growing consumer awareness that sustainability need not come at the expense of beauty. Manufacturers are investing heavily in product development to offer low-profile, color-matched solar tiles that blend seamlessly with surrounding materials, thereby removing one of the major psychological and aesthetic barriers to adoption. Companies are differentiating themselves by promoting products that not only generate electricity but also enhance the value and appearance of a property. As installation techniques improve, solar roofing solutions are becoming easier to implement on new builds and during reroofing cycles, reducing labor time and associated costs. Furthermore, this trend aligns with the increasing adoption of solar energy in urban residential sectors, where homeowner associations or local zoning codes often restrict the use of conventional solar modules.

Governments in developed markets are also offering tax credits and design flexibility standards that incentivize solar roofs over traditional PV installations, accelerating adoption among design-conscious buyers. In parallel, roofing contractors and solar integrators are collaborating more closely to deliver cohesive systems, which are now viewed not merely as energy equipment but as integral components of modern building envelopes. As this integration continues, the solar roofing market is evolving from a purely utility-driven segment to one that intersects with fashion, lifestyle, and property

investment, reflecting a more mature phase of industry growth.

The convergence of architecture, sustainability, and smart home capabilities will further push aesthetic solar roofing systems into the mainstream, especially as costs fall due to increased production scale and material innovations like lightweight composites and frameless glass. The market is witnessing growing demand for customizable options—such as modular tile systems and interlocking formats—which allow flexible design configurations while maintaining energy output. As consumer expectations evolve, the ability of solar roofing solutions to merge design and energy will become a key differentiator, marking a fundamental transformation in the way solar is perceived and adopted at the residential level. This ongoing trend is expected to continue influencing product launches, marketing strategies, and customer engagement models over the coming years.

### Key Market Players

Tesla, Inc.

CertainTeed Corporation

GAF Energy

Suntegra Solar

Luma Solar

SunPower Corporation

SolteQ Energy Solutions

Hanergy Holding Group

Canadian Solar Inc.

Forward Solar Roofing

### Report Scope:

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

Solar Roofing Market, By Product Type:

Monocrystalline Solar Roof

Polycrystalline Solar Roof

Thin-Film Solar Roof

Solar Roofing Market, By Material Type:

Silicon-Based Materials

Thin-film Materials

Building-Integrated Photovoltaics (BIPV)

Solar Roofing Market, By Application:

Residential

Commercial

Industrial

Solar Roofing 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 Solar Roofing Market.

### Available Customizations:

Global Solar Roofing 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 SOLAR ROOFING MARKET OUTLOOK**

- 5.1. Market Size & Forecast

- 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type (Monocrystalline Solar Roof, Polycrystalline Solar Roof, and Thin-Film Solar Roof)
  - 5.2.2. By Material Type (Silicon-Based Materials, Thin-film Materials, and Building-Integrated Photovoltaics (BIPV))
  - 5.2.3. By Application (Residential, Commercial, and Industrial)
  - 5.2.4. By Region
- 5.3. By Company (2024)
- 5.4. Market Map

## **6. NORTH AMERICA SOLAR ROOFING 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 Type
  - 6.2.3. By Application
  - 6.2.4. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Solar Roofing 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 Type
      - 6.3.1.2.3. By Application
  - 6.3.2. Canada Solar Roofing 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 Type
      - 6.3.2.2.3. By Application
  - 6.3.3. Mexico Solar Roofing 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 Type
- 6.3.3.2.3. By Application

## **7. EUROPE SOLAR ROOFING 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 Type
- 7.2.3. By Application
- 7.2.4. By Country

### 7.3. Europe: Country Analysis

#### 7.3.1. Germany Solar Roofing 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 Type
  - 7.3.1.2.3. By Application

#### 7.3.2. United Kingdom Solar Roofing 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 Type
  - 7.3.2.2.3. By Application

#### 7.3.3. Italy Solar Roofing 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 Type
  - 7.3.3.2.3. By Application

#### 7.3.4. France Solar Roofing 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 Type
- 7.3.4.2.3. By Application
- 7.3.5. Spain Solar Roofing 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 Type
    - 7.3.5.2.3. By Application

## **8. ASIA-PACIFIC SOLAR ROOFING 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 Type
  - 8.2.3. By Application
  - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Solar Roofing 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 Type
      - 8.3.1.2.3. By Application
  - 8.3.2. India Solar Roofing 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 Type
      - 8.3.2.2.3. By Application
  - 8.3.3. Japan Solar Roofing 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 Type
- 8.3.3.2.3. By Application
- 8.3.4. South Korea Solar Roofing 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 Type
    - 8.3.4.2.3. By Application
- 8.3.5. Australia Solar Roofing 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 Type
    - 8.3.5.2.3. By Application

## **9. SOUTH AMERICA SOLAR ROOFING 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 Type
  - 9.2.3. By Application
  - 9.2.4. By Country
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Solar Roofing 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 Type
      - 9.3.1.2.3. By Application
  - 9.3.2. Argentina Solar Roofing 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 Type
- 9.3.2.2.3. By Application
- 9.3.3. Colombia Solar Roofing 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 Type
    - 9.3.3.2.3. By Application

## **10. MIDDLE EAST AND AFRICA SOLAR ROOFING 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 Type
  - 10.2.3. By Application
  - 10.2.4. By Country
- 10.3. Middle East and Africa: Country Analysis
  - 10.3.1. South Africa Solar Roofing 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 Type
      - 10.3.1.2.3. By Application
  - 10.3.2. Saudi Arabia Solar Roofing 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 Type
      - 10.3.2.2.3. By Application
  - 10.3.3. UAE Solar Roofing 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 Type
- 10.3.3.2.3. By Application
- 10.3.4. Kuwait Solar Roofing 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 Type
    - 10.3.4.2.3. By Application
- 10.3.5. Turkey Solar Roofing 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 Type
    - 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. Tesla, Inc.
  - 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. CertainTeed Corporation
- 13.3. GAF Energy

- 13.4. Suntegra Solar
- 13.5. Luma Solar
- 13.6. SunPower Corporation
- 13.7. SolteQ Energy Solutions
- 13.8. Hanergy Holding Group
- 13.9. Canadian Solar Inc.
- 13.10. Forward Solar Roofing

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

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