Electrochromic Glass and Film Markets 2016-2023

Description: Electrochromic (EC) glass has built up an established niche market for automotive mirrors, but n-tech Research's latest analysis underscores the attractive revenue opportunities for EC glass in smart windows in both architecture and transportation.

Customers are becoming more receptive to messaging beyond energy efficiency, into more holistic cost comparisons tied to alternative glass systems with investments in shading, lighting, and heating and cooling. More customers also are "getting it" about connecting the dots from daylighting and interior building comfort to occupant productivity. Supporting these observations, project pipelines at Sage and View have doubled in the past year, which also provides more reference points and de-risking for future customers of EC glass.

Meanwhile, EC technology and production continues to incrementally improve as companies learn more about how to better work with and scale up familiar processes and technologies. One area of emphasis has been in system controls for the glass itself, which invokes favorable ties to the Internet-of-Things (IoT) meme, which we see as a needed future direction for smart materials in general.

Smart glass has been covered across various sectors for more than seven years, through which we have acquired a deep understanding of the dynamics of the various markets and technologies, including how the EC glass sector operates. We believe this report will be valuable for business strategists, market planners, and product management in the glass and specialty chemical industries, as well as at smart glass start-ups.

Applications and Markets:

This report identifying and quantifying existing and evolving opportunities over the coming eight-year period in the following sectors:

- Residential windows
- Commercial windows
- Automotive windows
- Automotive mirrors
- Aerospace

Eight-Year Forecasts for EC Glass and Film:

This includes granular eight-year forecasts in both volume and value terms, with breakouts by:

- End applications
- Technology platforms, glass and film-based

We also discuss changing manufacturing patterns within the EC glass business, and why we continue to anticipate changes at the manufacturing level that eventually should prove critical to the commercial future of EC glass.

Profiles of Key Players:

This report also evaluates the strategies of leading firms marketing EC glass and film, and shows how novel EC materials play into the total smart windows value chain.

Companies discussed in this report include:

- Asahi Glass
- Boeing
- Chromogenics
- Continental Automotive Systems
- Corning
- E-Chromatic Technologies
- EControl-Glas
- Fuyao
Gentex  
Gesimat  
Guardian  
HelioTrope Technologies  
Magna International  
Merck  
Next Energy  
NexTint  
NSG/Pilkington  
PPG  
Sage Electrochromics  
Saint-Gobain  
SunPartner  
Switch Materials  
Tesla

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