The global solar control glass market was valued at an estimated $4,198.0 million in 2015, and it is expected to grow at a CAGR of 9.2% during 2016-2022. The increased government initiatives and tax benefits, growing construction of residential and non-residential buildings, huge growth in the building-integrated photovoltaic (BIPV) market are driving the growth of the global solar control glass market.

Solar control glass is a value added glass with special coatings that reduces the amount of heat entering into buildings and reflects a major portion of sunlight, thereby making the indoor space cooler and brighter. The increasing use of glass in modern buildings, and the increasing awareness of people's comfort have resulted in a more dynamic usage of solar control glass in the buildings and automotive market.

Solar control glass is widely used in the commercial and residential buildings. Among the various applications, the commercial building segment dominated the global market, and it is anticipated to retain its dominance during the forecast period. However, the increasing awareness regarding climatic change and advancement in technology has forced manufacturers to introduce various other applications of solar control glass. These applications include conservatories, glass walkways, skylights, and atria. The tremendous growth in the BIPV market is expected to create opportunities in the solar control glass market, owing to the surging global awareness about carbon emissions. BIPV are materials that are largely used in the construction of new buildings as the major source of electrical power, rather than the conventional building materials. They are used in various applications such as vertical and horizontal surfaces, which help in generating solar energy in wider areas. Moreover, the marginal additional cost of the installation of BIPV has made it the fastest growing segment in the PV industry. In addition, the recent innovation and advancement in BIPV products such as colored, transparent, and insulated BIPV windows will further create opportunities in the market.

The massive unexplored solar control glass market in the developing nations has created abundant opportunities for the major players to exploit the potential of the solar control glass market. Although, there has been significant development in the developed economies of European Union and the U.S., the solar control glass market is still at its nascent form, especially in the developing countries of Asia-Pacific, Latin America, and Africa. A high growth in the construction industries has been witnessed in the developing countries of these regions, which provides immense growth opportunities for the solar control glass market in these regions.

One of the important drivers influencing the growth of the solar PV market is subsidies by various governments, such as FIT programs, investment tax credit, and other tax benefit schemes. Globally, the governments are supporting the development of solar PV technology by encouraging the usage of PPA. The supportive government policies, such as introduction of 100% foreign direct investment for infrastructure development in India and tax relief to construction manufacturers are likely to remain favorable factors for the growth of the solar glass market in developing nations, such as India in the future. In 2014, New Development Bank for BRICS was established for promoting infrastructure improvement. The bank is aimed at providing infrastructure funding to BRICS countries, and is likely to open new avenues during the forecast period.

Europe became the largest market for the solar control glass in 2015. The European solar control glass market is growing, due to increasing residential and commercial building construction, and environmental policies regarding curbing of harmful emissions. Moreover, the government initiatives are also driving the growth of the European solar control glass market.

Some of the major players operating in the global solar control glass market include Saint-Gobain S.A., Asahi Glass Co. Ltd., Nippon Sheet Glass Co. Ltd., Guardian Industries, Taiwan Glass Group, Trakya Cam Sanayii A.S.
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