South America Solar Control Window Films Market - Segmented by Type, End-User Industry and Geography - Trends and Forecasts (2016 - 2021)

Description:
South America solar control films market is expected to reach to USD 36.73 million by the year 2020 from the current market of USD 23.84 million in 2015 with a CAGR of 9.03 %. Solar control films form a critical element as a protection against damaging UV rays and heat.

Solar control window films are manufactured mainly from polyethylene terephthalate (PET), a common thermoplastic resin belonging to the polyester family. They are used because of their excellent optical properties and strength. The raw material PET is in the form of pellets that are melted and stretched biaxially into polyester sheets, which are then processed according to its applications.

The major end-user industries considered in the report are construction, marine, automotive and design (graphic or decorative) industries. Construction industry, which includes commercial and residential buildings construction, accounts for the major share in the market. Solar control window films have been extensively used in commercial and residential buildings since the 1950s as a protective sheet installed on windows. These window films serve a wide variety of purposes like providing protection against damaging ultra violet radiations that can cause fading of fabrics, furnishings or display articles, blocking glare, reducing heat within a building, lowering energy costs by reducing air conditioning needs and providing privacy while making buildings look attractive.

The market has been further divided into vacuum coated (reflective), clear (non-reflective), dyed (non-reflective), high performance and other films. The vacuum coated films, which consists of reflective metal through vacuum coating process, are majorly used films and account for major share in the market. The market has also been divided into organic, inorganic and ceramic, based on absorber type. The ceramic segment is expected to witness the highest growth rate during the forecast period, 2016-2021.

The report gives a detailed overview of the different kinds of films manufactured and segmented based on their application and type. Country wise break up forecasting the market size, growth has been given. The countries from this region include Brazil, Argentina, Columbia, Chile and Venezuela. There is a growing adoption of solar control window films ion he region, which is driven by rising concerns about environment and health. Brazil accounts for the highest share in the region in 2015.

Companies profiled in the solar control window films market report include 3M, Eastman Chemical Company, Garware Suncontrol, Hanita Coatings, Madico, Solar Gard - Saint Gobain, and Thermolite.

Key Deliverables in the Study
- Market analysis for the South America solar control window films Market, with country specific assessments and competition analysis
- Market definition along with the identification of key drivers and restraints
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a regional scale
- Extensively researched competitive landscape section with profiles of major companies along with their market shares
- Identification and analysis of the macro and micro factors that affect the South America solar control window films market on regional scale
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
- Insights on the major countries in which this industry is blooming and to also identify the regions that are still untapped

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