Solar Control Window Film Market Analysis By Product (Clear, Dyed, Vacuum Coated), By Application (Construction, Automotive, Others) And Segment Forecasts To 2024

Description: The global solar control window film market is projected to reach USD 849.2 million by 2024. Growing construction and automotive industries are expected to fuel the growth of the solar control window films industry.

Solar control window films are installed on windows of buildings and vehicles in order to block harmful IR and UV rays. Installation of these films helps restrict the use of air conditioners which, in turn, lowers the emission of harmful gasses from these appliances.

The construction segment dominated the market in terms of application in 2015. It accounted for 57.4% of solar control window film market in 2015. Growing construction activities in the Asia Pacific and MEA are providing the necessary momentum to the growth of the market. Regulations regarding energy consumption and conservation particularly in commercial buildings have further increased the demand for solar control window films.

Further key findings from the report suggest:

Among applications, the construction segment held the largest share and is projected to grow at the highest CAGR of 6.2% during the forecast period. Increasing construction spending, especially in emerging regions such as Asia Pacific and MEA is expected to drive this segment over the forecast period. The construction industry in the U.S. has witnessed an upward surge, which has further increased the demand for the product in this segment.

Vacuum coated films are projected to grow at the highest rate of 6.1% from 2016 to 2024, owing to their ability to block the fatal UV rays effectively. The metal content in these films reflects the sun rays and keep the interiors of buildings and vehicles cooler and prevent them from fading, making them more popular than dyed and clear films.

Asia Pacific was valued over USD 170 million in 2015 and held the largest share in the global market. It is also projected to be the fastest growing region from 2016 to 2024, with a CAGR of over 6% courtesy growing construction and automotive industries. Emerging countries such as India, South Korea, and Indonesia have witnessed tremendous growth in both, construction and automotive sectors. Also, as the weather in this region can get hot and humid, particularly during summer, it is imperative to shield buildings and vehicles with solar control films.

The market is dominated by key players such as Saint-Gobain SA (France), 3M Company (U.S.), Garware Polyester Limited (India), and Eastman Chemical Company (U.S.). Apart from these, several small and medium scale players are present in the market. These companies, through R&D and strategic developments, aim to increase their market shares. New product development was the most popular strategy adopted by these players, which helped them expand their current product portfolio.

3.5. Solar control window film market dynamics

3.5.1. Market driver analysis
3.5.1.1. Growing construction industry
3.5.1.2. Benefits of solar control window films
3.5.1.3. Energy efficiency and reduction of carbon footprints
3.5.2. Market restraint analysis
3.5.2.1. Threat of substitute

3.6. Industry analysis - Porter's

3.7. Solar control window film market PESTEL analysis, 2015

4. Solar control window films Product type Outlook

4.1. Global solar control window film market share by product type, 2015 & 2024
4.2. Clear Films
4.2.1. Market estimates and forecast, 2013 - 2024
4.2.2. Market estimates and forecast, by region, 2013 - 2024
4.3. Dyed Films
4.3.1. Market estimates and forecast, 2013 - 2024
4.3.2. Market estimates and forecast, by region, 2013 - 2024
4.4. Vacuum coated films
4.4.1. Market estimates and forecast, 2013 - 2024
4.4.2. Market estimates and forecast, by region, 2013 - 2024

5. Solar control window films Application Outlook

5.1. Global solar control window film market share by application, 2015 & 2024
5.2. Construction
5.2.1. Market estimates and forecast, 2013 - 2024
5.2.2. Market estimates and forecast, by region, 2013 - 2024
5.3. Automotive
5.3.1. Market estimates and forecast, 2013 - 2024
5.3.2. Market estimates and forecast, by region, 2013 - 2024
5.4. Others
5.4.1. Market estimates and forecast, 2013 - 2024
5.4.2. Market estimates and forecast, by region, 2013 - 2024

6. Solar control window films Regional Outlook
6.1. Global solar control window film market share by region, 2015 & 2024
6.2. North America
6.2.1. Market estimates and forecast, 2013 - 2024
6.2.2. Market estimates and forecast, by product type, 2013 - 2024
6.2.3. Market estimates and forecast, by application, 2013 - 2024
6.2.4. U.S.
6.2.4.1. Market estimates and forecast, 2013 - 2024
6.2.4.2. Market estimates and forecast, by product type, 2013 - 2024
6.2.4.3. Market estimates and forecast, by application, 2013 - 2024
6.3. Europe
6.3.1. Market estimates and forecast, 2013 - 2024
6.3.2. Market estimates and forecast, by product type, 2013 - 2024
6.3.3. Market estimates and forecast, by application, 2013 - 2024
6.3.4. Germany
6.3.4.1. Market estimates and forecast, 2013 - 2024
6.3.4.2. Market estimates and forecast, by product type, 2013 - 2024
6.3.4.3. Market estimates and forecast, by application, 2013 - 2024
6.3.5. UK
6.3.5.1. Market estimates and forecast, 2013 - 2024
6.3.5.2. Market estimates and forecast, by product type, 2013 - 2024
6.3.5.3. Market estimates and forecast, by application, 2013 - 2024
6.4. Asia Pacific
6.4.1. Market estimates and forecast, 2013 - 2024
6.4.2. Market estimates and forecast, by product type, 2013 - 2024
6.4.3. Market estimates and forecast, by application, 2013 - 2024
6.4.4. China
6.4.4.1. Market estimates and forecast, 2013 - 2024
6.4.4.2. Market estimates and forecast, by product type, 2013 - 2024
6.4.4.3. Market estimates and forecast, by application, 2013 - 2024
6.4.5. India
6.4.5.1. Market estimates and forecast, 2013 - 2024
6.4.5.2. Market estimates and forecast, by product type, 2013 - 2024
6.4.5.3. Market estimates and forecast, by application, 2013 - 2024
6.5. Latin America
6.5.1. Market estimates and forecast, 2013 - 2024
6.5.2. Market estimates and forecast, by product type, 2013 - 2024
6.5.3. Market estimates and forecast, by application, 2013 - 2024
6.5.4. Brazil
6.5.4.1. Market estimates and forecast, 2013 - 2024
6.5.4.2. Market estimates and forecast, by product type, 2013 - 2024
6.5.4.3. Market estimates and forecast, by application, 2013 - 2024
6.6. Middle East & Africa
6.6.3. Market estimates and forecast, by application, 2013 - 2024
7. Competitive Landscape
7.1. 3M Company
7.1.1. Company Overview
7.1.2. Financial Performance
7.1.3. Product Benchmarking
7.1.4. Strategic Developments
7.2. Eastman Chemical Company
7.2.1. Company Overview
7.2.2. Financial Performance
7.2.3. Product Benchmarking
7.2.4. Strategic Developments
7.3. Compagnie de Saint Gobain
7.3.1. Company Overview
7.3.2. Financial Performance
7.3.3. Product Benchmarking
7.3.4. Strategic Developments
7.4. Garware Polyester Ltd
7.4.1. Company Overview
7.4.2. Financial Performance
7.4.3. Product Benchmarking
7.4.4. Strategic Developments
7.5. Hanita Coatings RCA Ltd
7.5.1. Company Overview
7.5.2. Financial Performance
7.5.3. Product Benchmarking
7.5.4. Strategic Developments
7.6. Johnson Laminating and Coating, Inc.
7.6.1. Company Overview
7.6.2. Financial Performance
7.6.3. Product Benchmarking
7.6.4. Strategic Developments
7.7. Sican Co. Ltd.
7.7.1. Company Overview
7.7.2. Financial Performance
7.7.3. Product Benchmarking
7.7.4. Strategic Developments
7.8. The Window Film Company
7.8.1. Company Overview
7.8.2. Financial Performance
7.8.3. Product Benchmarking
7.8.4. Strategic Developments
7.9. Polytronix Inc.
7.9.1. Company Overview
7.9.2. Financial Performance
7.9.3. Product Benchmarking
7.9.4. Strategic Developments
7.10. Madico, Inc.
7.10.1. Company Overview
7.10.2. Financial Performance
7.10.3. Product Benchmarking
7.10.4. Strategic Developments

List of Tables

Table 1 North America solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 2 North America solar control window film market, by application, 2013 - 2024 (USD Million)
Table 3 U.S. solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 4 U.S. solar control window film market, by application, 2013 - 2024 (USD Million)
Table 5 Europe solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 6 Europe solar control window film market, by application, 2013 - 2024 (USD Million)
Table 7 German solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 8 Germany solar control window film market, by application, 2013 - 2024 (USD Million)
Table 9 UK solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 10 UK solar control window film market, by application, 2013 - 2024 (USD Million)
Table 11 Asia Pacific solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 12 Asia Pacific solar control window film market, by application, 2013 - 2024 (USD Million)
Table 13 China solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 14 China solar control window film market, by application, 2013 - 2024 (USD Million)
Table 15 Japan solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 16 Japan solar control window film market, by application, 2013 - 2024 (USD Million)
Table 17 Latin America solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 18 Latin America solar control window film market, by application, 2013 - 2024 (USD Million)
Table 19 Brazil solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 20 Brazil solar control window film market, by application, 2013 - 2024 (USD Million)
Table 21 MEA solar control window film market, by application, 2013 - 2024 (Million square feet)
Table 22 MEA solar control window film market, by application, 2013 - 2024 (USD Million)

List of Figures

Figure 1 Market summary
Figure 2 Market trends & outlook
Figure 3 Market segmentation & scope
Figure 4 Penetration & growth prospect mapping
Figure 5 Solar control window films Value Chain Analysis
Figure 6 Soda Ash Production, by region
Figure 7 U.S. Soda Ash Production, 2011 - 2015 (million tons)
Figure 8 Market driver relevance analysis (Current & future impact)
Figure 9 Total Infrastructure investment in Asia Pacific, 2012 - 2015 (Million Units)
Figure 10 Global Automotive Sales, 2012 - 2015 (Million Units)
Figure 11 Soda Ash price trends, 2012 - 2015 (USD/metric tonne)
Figure 12 SWOT Analysis, By Factor (political & legal, economic and technological)
Figure 13 Porter's Five Forces Analysis
Figure 14 Solar control window film market application outlook key takeaways
Figure 15 Solar control window film market: Application movement analysis
Figure 16 Regional Solar control window films market : Key takeaways
Figure 17 Regional outlook, 2015 & 2024
Figure 18 North America Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 19 US Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 20 Europe Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 21 Germany Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 22 UK Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 23 Asia Pacific Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 24 China Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 25 Japan Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 26 Latin America Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 27 Brazil Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 28 MEA Solar control window film market, by application, 2013 - 2024 (Million square feet) (USD Million)
Figure 29 Strategy framework
Figure 30 Participant categorization

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