

Smart Glass and Smart Window Market to Receive Overwhelming Hike in Revenues By 2030

Smart Glass and Smart Window Market Expected to Reach \$19.6 Billion by 2030—Allied Market Research

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The [smart glass and smart window market](#) in Asia-Pacific is expected to grow at the highest rate during the forecast period, owing to growth in demand for smart glass-based products in the construction sector. Moreover, economically developed nations tend to witness high penetration of smart glass and smart window products in

automotive and aviation sectors, which is projected to significantly contribute toward the growth of the market. Allied Market Research, titled, "Smart Glass and Smart Window Market By Technology (Active, Passive), By End User (Automotive, Aviation, Marine, Construction): Global Opportunity Analysis And Industry Forecast, 2021-2030"

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The use of electrochromic smart windows is the latest trend that reduces energy costs and provides architects with more design freedom.”

Allied Market Research



Smart Glass and Smart Window Market Size

The smart glass and smart window market was valued at \$5.1 billion in 2020, and is estimated to reach \$19.6 billion by 2030, growing at a CAGR of 15% from 2021 to 2030. Asia-Pacific is expected to be the leading contributor toward the smart glass and smart window market during the forecast period, followed by LAMEA and Europe.

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Smart glass, also known as switchable glass or privacy glass, is a highly versatile and innovative material that can electronically alter its transparency or light-blocking properties. It can seamlessly switch between transparent and opaque states, offering benefits such as privacy,

reduced glare, and improved energy efficiency. Meanwhile, a smart window refers to a window that integrates smart glass technology, allowing users to control its tint or transparency levels. This technology optimizes natural light and indoor temperature, enhancing comfort and energy savings in both buildings and vehicles. As these cutting-edge advancements continue to gain momentum, they are transforming the architectural and automotive sectors, fostering dynamic and sustainable living and work environments.

Smart glass and smart windows have features such as controlling heat, absorbing ultraviolet light, and changing their transmission properties from opaque to translucent to transparent when voltage, heat, or light is applied. Also, the use of electrochromic smart windows is the latest trend, which reduces energy costs and provides architects with more design freedom.

The growth of the global smart glass and smart window industry is anticipated to be driven by factors such as the growing demand for smart glass-based products in the automotive & aviation sectors, reducing expenditure on air-conditioning, heating & lighting, and stringent regulations by the government. However, the high initial cost of smart glass and smart window products acts as a major restraint for the market. On the contrary, the decline in the price of electrochromic materials, the adoption of new technology, and advancements in smart glass functions are expected to fuel the market growth during the forecast period.

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The Smart Glass and Smart Window industry's key market players adopt various strategies such as product launch, product development, collaboration, partnership, and agreements to influence the market. It includes details about the key players in the market's strengths, product portfolio, market size and share analysis, operational results, and market positioning.

Key players in the Smart Glass and Smart Window industry include:

- Hitachi Ltd (Hitachi Chemical Co Ltd)
- Ravenbrick LLC (Ravenwindow)
- PPG Industries Inc
- Asahi Glass Co Ltd
- Saint Gobain
- Corning Incorporated
- View Inc.
- Gentex Corporation
- Research Frontiers Incorporated
- PLEOTINT LLC

Moreover, developing nations tend to witness high penetration of smart glass and smart window products, especially in the automotive segment, which is anticipated to augment the [smart glass and smart window market growth](#). Factors such as the rise in demand for electric and hybrid vehicles accelerate the market growth.

The smart glass and smart window market is segmented based on technology, end-user, and region. By technology, the market is classified into active and passive. Based on end-user, the market is divided into automotive, aviation, marine, and construction. Also, the report provides a detailed smart glass and smart window market analysis based on competitive intensity and how the competition will take shape in the coming years.

Region-wise, the smart glass and smart window market trends have been analyzed across North America, Europe, Asia-Pacific, and LAMEA. North America contributed the maximum revenue in 2020. However, between 2020 and 2030, the smart glass and smart window market in Asia-Pacific is expected to grow at a faster rate compared to other regions. This is attributed to an increase in demand from emerging economic countries such as India, China, and South Korea.

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Key highlights of the report:

- The active segment is projected to be the major technology, followed by passive.
- Asia-Pacific and North America collectively accounted for more than 59% of the [smart glass and smart window market share](#) in 2020.
- India is anticipated to witness the highest growth rate during the forecast period.
- The U.S. was the major shareholder in the North American smart glass and smart window market, accounting for approximately 70% share in 2020.
- Depending on the end user, the construction segment generated the highest revenue in 2020. However, the automotive segment is expected to witness the highest growth rate in the future.
- Region-wise, the smart glass and smart window market was dominated by North America. However, Asia-Pacific is expected to witness significant growth in the coming years.

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1. <https://www.quora.com/profile/TechnoTrendsAMR/Biometric-Cards-Market-Analyzing-Its-Investment-Opportunities-and-Competitive-Landscape-2023-2032>

2. <https://vocal.media/futurism/a-detailed-outlook-of-the-electronic-components-market-trends-industry-highlights-and-competitive-scenario>

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