

Smart Windows Markets: 2016-2025

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Summary

n-tech has been providing coverage of the smart windows market for almost a decade and has produced detailed studies of this market and related businesses including the smart windows materials markets, smart mirrors and smart auto glass.

In this report, we present our analysis of the latest developments in the smart windows business, which n-tech believes will fundamentally transform the opportunities available from this space:

- n-tech's previous reports on smart windows have focused on the growing number of self-dimming coatings that were being proposed as the basis for smart windows. But we are now seeing a maturing of the smart windows with electrochromic windows showing signs of taking a dominant role in the future. This report explores the implications of this trend, while still analyzing the commercial potential of the latest technology entries into the smart windows space.
- Rather than just a materials play, as it once was, n-tech believes that much of the value added available to smart windows suppliers will flow from control systems and related electronics. Today smart windows is very much an Internet-of-Things (IoT) story and this report explores how this development is creating opportunities for the smart windows firms on the one hand and how IoT firms will benefit from fitting smart windows into their strategies
- In the past the benefits of smart windows have generally be defined almost exclusively in terms of energy efficiency. However, what n-tech is seeing is that the marketing story around smart windows is now broadening. In future smart windows will be sold on the basis of enhanced comfort and especially as part of a package where smart windows are combined with smart lighting to provide optimal lighting and heating control. This report discusses where the money will be made in combining these two smart technologies and how the smart windows business will adjust to these new requirements
- This report examines smart windows in the construction and aerospace sectors, where there seems to be considerable growth patterns. We also look at the prospects for smart windows in the automotive sector where the market appears to have stalled. As part of this analysis we examine the potential for smart window retrofits – these have become possible only recently and we believe will have profound implications for both the profitability of the smart windows industry and supply chain strategies that this industry adopts

In addition to providing n-tech's analysis of these important developments, this report also presents granular ten-year projections in both volume (square meters) and value (\$ millions) terms. The report also examines the cost and technical challenges that will have to be overcome for the smart windows markets to make new products a success. This report also develops a roadmap for the next-generation smart windows technologies along with an appraisal of the strategies that the leading smart windows suppliers.

n-tech believes that this report will provide guidance to all those interested in the business prospects for smart windows and the technologies that make them possible. n-tech believes that those who will benefit from purchasing this study will include marketing and business development executives in the glazing, coatings, construction, automotive and aerospace industries.

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