

## **Glass Curtain Wall Market Report by System Type (Unitized, Stick), End Use (Commercial, Public, Residential), and Region 2024-2032**

Market Report | 2024-08-10 | 145 pages | IMARC Group

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### **Report description:**

The global glass curtain wall market size reached US\$ 57.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 98.2 Billion by 2032, exhibiting a growth rate (CAGR) of 5.9% during 2024-2032. The market is experiencing robust growth, driven by escalating demand for energy-efficient buildings, rapid technological advancements in glass, expansion in the global construction sector, implementation of various government regulations, growing preference for aesthetic and naturally lit spaces, and innovations in installation and maintenance techniques.

#### Glass Curtain Wall Market Analysis:

- Major Market Drivers: The key drivers include the ongoing shift towards energy-efficient and sustainable buildings, rapid technological advancements in glass, such as the development of low-E coatings and smart glass, and the expansion of the construction industry.
- Key Market Trends: According to the glass curtain wall market analysis, the recent trends include the rising adoption of unitized curtain wall systems due to their efficiency in installation and high performance in thermal and acoustic insulation. Moreover, the growing emphasis on aesthetic appeal and the integration of natural lighting in buildings is boosting the market growth.
- Geographical Trends: Asia Pacific dominates the market, fueled by extensive urbanization, booming construction activities, and significant infrastructure investments. Other regions also show significant growth, propelled by stringent energy regulations and the heightened focus on green building practices.
- Competitive Landscape: According to the glass curtain wall market research, some of the major market players in the glass curtain wall industry include AGC Inc., Apogee Enterprises Inc., AvicSanxin Co. Ltd, Central Glass Co. Ltd., China Glass Holdings Limited, Guardian Industries (Koch Industries Inc), Hansen Group Ltd., Kawneer, Nippon Sheet Glass Co. Ltd, Schott AG, Vitro, and Xinyi Glass Holdings Limited, among many others.
- Challenges and Opportunities: Based on the glass curtain wall market report, the market faces various challenges, such as high initial cost and complexity of installation, coupled with the growing need to adapt to climate change and environmental sustainability requirements. However, innovations in modular systems and prefabrication that make glass curtain walls more

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accessible and cost-effective and rapid advancements in eco-friendly materials and energy-saving technologies are fueling the market growth.

#### Glass Curtain Wall Market Trends:

##### Increasing Demand for Energy-efficient Buildings

According to the glass curtain wall industry report, the ongoing shift towards sustainability and energy efficiency that makes energy-saving solutions a top priority for new constructions and renovations is a major factor boosting the market growth. The construction sector is responsible for 37% of total global energy-related carbon dioxide (CO<sub>2</sub>) emissions, boosting the need to develop sustainable practices that protect our climate and prevent global temperatures from rising more than 1.5 degrees Celsius. This imperative is especially true as global construction is forecast to grow by 42% by 2030. In line with this, the growing demand for glass curtain walls, due to their ability to facilitate natural light penetration while offering insulation properties, is fueling the market growth. For instance, the introduction of solar glass curtain walls, such as Sunjoule by AGC Inc., that has the same structure as ordinary laminated glass and can be installed in a variety of applications, including walls, facades, skylights, and railings, without sacrificing design, is favoring the glass wall curtain market growth. It is a custom-made building integrated photovoltaic (BIPV) product with a maximum size of 2400mm x 1800mm. Sunjoule curtain walls allow light to permeate through the spaces between the solar cells, which can be customized from 6mm to 30mm.

##### Implementation of Various Regulations

As per the glass curtain wall market research report, the introduction of several government regulations and guidelines for energy consumption in buildings is propelling the market growth. For instance, the introduction of the Energy Conservation (Amendment) Bill in 2022, mandating the adoption of the Energy Conservation Building Code-Residential or Eco-Niwas Sahmita (ENS) in India, is supporting the glass wall curtain market demand. This bill is estimated to avoid between 135-178Mt CO<sub>2</sub> building emissions by 2030. Along with this, the growing commitment of the Government of India (GoI) to build 8 million new affordable homes, boosting the need for efficient housing solutions that help reduce carbon dioxide emissions, is strengthening the market growth.

Additionally, the widespread adoption of certification programs, like Leadership in Energy and Environmental Design (LEED) and Building Research Establishment Environmental Assessment Method (BREEAM) to incentivize the adoption of energy-efficient technologies, including glass curtain walls, is favoring the market growth.

##### Rapid technological advancements

The glass industry has witnessed significant technological advancements that have expanded the capabilities and applications of glass curtain walls. In line with this, the rising innovations in low-emissivity (low-E) coatings, double and triple glazing, and dynamic or smart glass technologies that offer energy conservation, thermal insulation, and improved acoustic performance are boosting the market growth. For instance, Guardian Glass launched two new products in its commercial range of double silver coated glass, namely SunGuard SNR 35 and SunGuard SNR 50 glasses. They provide several benefits and are lauded for their energy efficiency. SNR 50 offers a balance of medium reflectivity and neutral aesthetic with a 48% visible light transmission and 0.25 solar heat gain coefficient. At the same time, SNR 35 delivers a crisp and reflective look with a lower solar heat gain coefficient of 0.17 for better energy-saving performance. These technological improvements not only enhance the functional attributes of glass curtain walls but also contribute to the aesthetic and design flexibility of buildings.

#### Glass Curtain Wall Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on system type and end use.

##### Breakup by System Type:

- Unitized
- Stick

Unitized accounts for the majority of the market share

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The report has provided a detailed breakup and analysis of the market based on the system type. This includes unitized and stick. According to the report, unitized represented the largest segment.

According to the glass curtain wall market forecast, the unitized system holds the largest market share. It consists of large, pre-assembled panels that are fabricated and glazed in the factory and then shipped to the construction site for installation. Unitized glass curtain wall systems streamline the construction process and help in reducing on-site labor and installation time. Moreover, they are lauded for their ability to accommodate the high thermal and acoustic insulation requirements of modern buildings. Their modular nature allows for a high degree of quality control, as the majority of the assembly is completed in controlled factory conditions. Furthermore, unitized systems offer excellent durability and are adaptable to various architectural aesthetics.

Breakup by End Use:

- Commercial
- Public
- Residential

Commercial holds the largest share of the industry

A detailed breakup and analysis of the market based on the end use have also been provided in the report. This includes commercial, public, and residential. According to the report, commercial accounted for the largest market share.

Based on the glass curtain wall market outlook, the commercial sector emerges as the dominant segment, attributed to the increasing construction of commercial buildings, such as office towers, shopping malls, hotels, and other business complexes, where glass curtain walls are extensively utilized for their aesthetic appeal and functional benefits. According to the IMARC Group report, the market for the commercial real estate industry is expected to reach US\$ 9.6 Trillion by 2032. In line with this, the increasing utilization of glass wall curtains to elevate a property's value and attract tenants is enhancing the market growth. Furthermore, the ongoing shift towards green and sustainable building practices in the commercial sector, driving the adoption of glass curtain walls, as they align with the goals of reducing energy consumption and minimizing environmental impact, is bolstering the market growth.

Breakup by Region:

- North America
  - o  United States
  - o  Canada
- Asia-Pacific
  - o  China
  - o  Japan
  - o  India
  - o  South Korea
  - o  Australia
  - o  Indonesia
  - o  Others
- Europe
  - o  Germany
  - o  France
  - o  United Kingdom
  - o  Italy
  - o  Spain
  - o  Russia
  - o  Others
- Latin America

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- o Brazil
- o Mexico
- o Others
- Middle East and Africa

Asia Pacific leads the market, accounting for the largest glass curtain wall market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

According to the report, Asia Pacific represents the largest regional market for glass curtain wall.

According to the glass curtain wall market trends, Asia Pacific holds the largest segment, driven by rapid urbanization, booming construction activities, and significant investments in infrastructure development across major economies, such as China, India, and Southeast Asian countries. For instance, China's fixed assets investment grew by 4.9 percent in 2021 from 2.9 percent growth in 2020, propelling the demand for glass curtain walls. Moreover, the region's robust economic growth, leading to an increase in demand for commercial and residential buildings, that incorporate modern architectural elements like glass curtain walls to meet energy efficiency standards and aesthetic requirements, is favoring the market growth. For example, it is estimated that India is building 3,00,000 square feet of commercial floor space every day and will witness the largest commercial and residential building construction boom over the next two decades, generating greater demand for energy and, hence, boosting the need to optimize building energy demand in upcoming as well as existing building stock.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the major market players in the glass curtain wall industry include AGC Inc., Apogee Enterprises Inc., AvicSanxin Co. Ltd, Central Glass Co. Ltd., China Glass Holdings Limited, Guardian Industries (Koch Industries Inc), Hansen Group Ltd., Kawneer, Nippon Sheet Glass Co. Ltd, Schott AG, Vitro, Xinyi Glass Holdings Limited, etc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Key players in the glass curtain wall market are actively engaged in a range of strategic initiatives to consolidate their market position and drive innovation. They are heavily investing in research and development (R&D) to introduce advanced glass technologies and environmentally friendly materials that enhance the performance, sustainability, and aesthetic appeal of curtain walls. It includes the development of high-efficiency glazing solutions, smart glass that adjusts to lighting conditions, and lightweight materials that offer improved thermal insulation and energy savings. For example, AGC Inc. produced a float glass range featuring a significantly reduced carbon footprint of less than 7 kg of CO<sub>2</sub> per m<sup>2</sup> for clear glass (4 mm thick). The low-carbon glass products will deliver the same aesthetics, quality, and technical performance as traditional AGC float glass products. Additionally, leading firms are expanding their global footprint through strategic partnerships, mergers, and acquisitions to tap into emerging markets and broaden their service offerings. For example, they are forming collaborations with construction and architectural firms to integrate curtain wall solutions seamlessly into a wide range of building projects.

Glass Curtain Wall Market News:

- In February 2021, Vitro Architectural Glass launched Solarban R77 solar control, low-emissivity (Low-E) glass that combines a sharp, neutrally reflective silver-blue aesthetic along with the building-code-friendly solar performance.
- In January 2023, AGC Inc. partnered with the Japanese construction company Shimizu Corporation to develop a new type of glass curtain wall that is resistant to earthquakes and typhoons.

Key Questions Answered in This Report

1. What was the size of the global glass curtain wall market in 2023?

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2. What is the expected growth rate of the global glass curtain wall market during 2024-2032?
3. What has been the impact of COVID-19 on the global glass curtain wall market?
4. What are the key factors driving the global glass curtain wall market?
5. What is the breakup of the global glass curtain wall market based on the system type?
6. What is the breakup of the global glass curtain wall market based on the end use?
7. What are the key regions in the global glass curtain wall market?
8. Who are the key players/companies in the global glass curtain wall market?

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