

Europe Smart Glass - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Smart Glass Market is expected to register a CAGR of 13.9% during the forecast period.

In the commercial design sector, smart glass has become an increasingly widespread feature because of its aesthetic value. Moreover, it also offers a unique ability to increase the energy efficiency of commercial buildings. Further, Increasing reforms by the European government to enhance the energy efficiency of commercial buildings are encouraging commercial building owners to invest in smart energy-saving solutions, such as smart glass.

Also, increasing applications in the field of aerospace and transportation are creating immense demand for smart glass. Some researchers estimated that smart glasses installed in automobiles are capable of providing 98% UV protection and 40% solar reduction, thus making the vehicle cabin more comfortable. Such installations are already seen in top automotive manufacturers, such as BMW and Mercedes. One BMW's most iconic electronic hybrid, BMW i8, is reportedly using chemically-treated corning glass made by Gorilla glass to reduce 25-30% of the weight added by traditional glass installations.

Smart glass technology, when installed in buildings, also saves the cost of installing and maintaining curtains or blinds. Blackout smart glass has the ability to block around 99.4% of ultraviolet light. For instance, NHS Hospital in Paisley, United Kingdom, adopted smart glass into five of its critical patient areas in the ICU ward. This technology was used to a great extent, allowing healthcare professionals to provide privacy to patients whilst being able to monitor them visually, without disturbing them.

Europe Smart Glass Market Trends

Transportation industry is expected to have further growth opportunities in the market

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Increasing applications in the field of transportation are creating immense demand for smart glass. Smart glass has found a large-scale application, particularly in the automotive industry, in sunroofs, and exterior and interior automatic dimming rear-view mirrors. In fact, as most of the smart glass products are chemically toughened, they are far lighter than the traditional glass used in the automotive sector when installed in automobiles, helping automakers gain more fuel efficiency and meet regional emission standards.?

Mercedes-Benz offers its S-Class Coupe, as well as other variants of the S-Class, with an option of popular Magic Sky Control panoramic roof, using SPD-SmartGlass technology. The company has turned to multiple applications of switchable glass, focused on the customer experience and customer journey.

Also, these glasses are increasingly being used in inspections and maintenance. With smart glasses, workers will be able to view their checklists during their inspections, reducing the likelihood of missing an item because of faulty memory. When a defect is discovered, the inspectors can immediately make a voice-recorded report, photograph the problem with the glasses, and forward their report and photos to workers who correct the errors. ?

Aerospace application companies, like Boeing and Airbus, are implementing smart glass technology by integrating them with IoT systems. This trend is expected to open new opportunities in the market.

Moreover, Vuzix Corporation is working with Accenture and Airbus on an initiative to reduce the time taken to assemble aircraft cabin seats. This collaboration between Airbus, Accenture, and Vuzix smart glasses is a part of a greater effort toward industrialized wearable technology in aircraft manufacturing companies.? According to Airbus, this technology produced impressive results. The process of making cabin seats improved by around 500%. The company also states that the technology reduced the rate of the error to zero and accelerated the level of operations.?

Germany region witnesses significant growth opportunities in the market

Germany region is expected to witness further growth opportunities in the Automobile and Transportation industry, and according to the Federal Statistical Office of Germany (Statistisches Bundesamt), in 2020, total automobile sales amounted to EUR 286.7 billion in Germany. According to the European Automobile Manufacturers Association, vehicle manufacturing is a strategic industry in the region.

OEMs, such as Audi AG and BMW AG, offer sunroofs in their vehicle models, and with Smart glass being increasingly used for sunroofs, as sunroofs, there are significant cost-saving benefits and superior control over light and heat emissions, thereby reducing the consumption of the air-conditioning unit, by maintaining the car's cabin temperature. This minimizes the lighting and cooling costs of the vehicles.

Major car manufacturers, such as Audi and Daimler, are replacing traditional glass with smart glass in their products. Mercedes has turned to various applications of smart glass over the recent years, especially focused on customer experiences.

Mercedes pioneered switchable glass in the automotive industry as a part of an engaging information display. By using the joysticks, users can navigate their way through the information being projected on the screen, and when the user requires it, the screen can switch its state automatically to reveal the feature display behind it.

Train manufacturers, operators, and train window suppliers in the region are also working with companies, such as Research Frontiers, SPD-SmartGlass technology, which allows the passengers and crew members to change the tint of the windows of a train at the touch of a button. This technology enables the control of heat and light coming to make train cars more comfortable

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and more energy-efficient.

Europe Smart Glass Industry Overview

The EuropeSmart Glass Market is fragmented. Various established international brands, domestic brands, as well as new entrants, form a competitive landscape. The major players are increasingly seeking market expansion through various strategic mergers and acquisitions, innovation, increasing investments in research and development.

- December 2020: Epson announced a new generation of Moverio smart glass technology range, which includes the BT-40 and BT-40S smart glasses. The glasses offer users a number of advances, including a wider field of view (FOV), significantly increased HD display resolution, high contrast, improved connectivity, and a more comfortable, adjustable, and easy-to-wear design.
- August 2021: Nestle's global headquarters in Switzerland were fitted with SageGlass Smart Glazing, in a 258,333 sq. ft extension built in 1977 to make it a benchmark in energy efficiency. The solution resolves key challenges for projects of this scale: optimizing employee comfort, improving the energy efficiency of the aging building, and respecting the appearance of the original shell, which reflects the neighboring structure and on which no external shading could be fitted

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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