

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

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Report description:

The NA Smart Glass Market is expected to register a CAGR of 14.3% during the forecast period.

In recent years, several offices, hotels, and residential homes have had smart glass installed in their premises. With more and more companies getting involved in the smart glass market in North America, the market has been heating up. Also, smart glass has been witnessing higher adoption in the Transportation industry. For instance, Boeing 787 Dreamliner uses smart glass so that the passengers and the in-flight crew can select the amount of sunlight coming through to their liking.

The construction industry holds the largest market share in the North American smart glass market, owing to the increasing demand for smart glasses in architecture and the improving real estate market in the region. Architects are increasingly using this type of glass to reduce the energy consumption of the building, due to which there have been increasing developments in the construction industry on smart glasses in the region.

The growing consciousness among individuals for the conservation of energy has gained a lot of impetus from a wide region of sources. Humans, for several centuries, have exploited non-renewable resources, which, in turn, has led to the depletion of these precious fossil fuels. This major concern helps the smart glass obtain a huge market for themselves, as they help save electricity without harming the environment or its resources.

However, one of the major growth restraints for the smart glass industry is its high expenses compared to normal glass. Additionally, lack of awareness of smart glass benefits and the existence of technical issues with the usage of large size smart glass are some of the key impediments hindering the growth of the market.

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North America Smart Glass Market Trends

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

Smart glass is increasingly being adopted in the construction sector in the region. The buildings sector accounts for about 76% of electricity use and 40% of all U. S. primary energy use and associated greenhouse gas (GHG) emissions, making it essential to reduce energy consumption in buildings to meet national energy and environmental challenges, according to the Department of Energy.

Windows are considered the most inefficient part of a building and are responsible for heat loss in cold months and solar heat gain in warm months. Some researchers also stated that sunlight entering a house could increase cooling loads by 20%. In some cases, glare from the sun can make it difficult to see an LCD screen, requiring the blinds to be pulled, negating the benefits of natural light.

Thus, the adoption of smart glass in this sector can help in improving comfort levels for those inside the building while increasing energy efficiency. The key feature of these smart windows is a thin ceramic coating, which, when activated by an electrical current, is expected to tint the glass. Lawrence Berkeley National Laboratory (LBNL) stated that that advanced dynamic window technologies, or "smart windows," could save as much as one quadrillion BTUs of energy each year - which is more than 1% of the nation's annual energy consumption, or more than USD 10 billion in annual energy costs.

As building codes around the United States are driving the demand for greener designs, smart glass windows emerged as an appealing product to a variety of customers within the building sector. Such trends are expected to drive the demand for the smart glass market in the region.

The incentives provided by the governments in North America, primarily to encourage environmental sustainability, are expected to drive the market's growth, especially in the Americas. The strict implementation of the Green Buildings Act is expected to be a major positive force in the market, with the United States accounting for the majority of the global smart glass market share.

United States region witnesses significant growth opportunities in the market

Smart glass has become an increasingly popular feature for the commercial design sector because of its aesthetic value. For instance, a fine dining restaurant in North Dakota, Spirit Lake Casino, and Resort installed smart glass for providing spectacular views of the natural surroundings, despite solar glare problems. The technology helps the restaurant save money by reducing the conditions' cooling load of air conditions during sunny days.?

The demand for smart glass has been progressing owing to the growing concerns of energy consumption in buildings, especially in the commercial sector. The buildings sector accounted for about 76% of the electricity used, resulting in a considerable amount of associated greenhouse gas (GHG) emissions, thereby making it necessary to reduce energy consumption in buildings to comply with the national energy and environmental challenges and decrease costs to building owners and tenants, According to the US Department of Energy.??

According to the NYSERDA (New York State Energy Research and Development Authority), enabling smart technologies can decrease costs by an average of 15% and improve the bottom line by creating an ecosystem that reduces energy waste and boosts employee productivity. The factors mentioned above are anticipated to influence the demand for smart glass in the North American region.

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an appealing product to various customers within the building sector. Furthermore, the region has been seeing the adoption of technology from the government sector. For instance, Government Services Administration Headquarters (USA) adopted smart glass for renovation at its headquarters. Such trends are expected to drive the need for the smart glass market in the region.

North America Smart Glass Industry Overview

The North America Smart 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.

- September 2021: Polytonix partnered with Anderson Glass to create three glass shields to protect the City of Hewitt Utility workers and customers from COVID-19. Polyvision Smart Tempered Glass was around 43.06 square feet combined but required only one power supply. The smart glass transitions from transparency to serene privacy with a flip of a switch.
- April 2021: SageGlass, a subsidiary of Saint Gobain, was chosen by Bagmane Group, one of India's largest build-to-suit real estate developers, to create one of the largest smart glass installations in the world. The company will provide 200,000 square feet of SageGlass Harmony electrochromic glass, controls, and software for Rio Business Park, a 1.6 million square foot office development in Bangalore, India.

Additional Benefits:

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

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