

# Global Polyvinyl Alcohol (PVA) Market Size Study, by Type (Fully Hydrolyzed, Partially Hydrolyzed, PVOH Hydrogels), by Application (PVB Resin, Adhesives and Sealants, Textile, Paper, Building & Construction, Packaging), and Regional Forecasts 2022-2032

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## Abstracts

The Global Polyvinyl Alcohol (PVA) Market, currently valued at approximately USD 3.7 billion in 2023, is poised for steady growth, expanding at a compound annual growth rate (CAGR) of 6.1% over the forecast period from 2024 to 2032. The market's rapid expansion is fueled by the increasing demand for water-soluble polymers across industries such as adhesives, packaging, textiles, and construction materials.

PVA's unique properties—high tensile strength, film-forming ability, and excellent barrier properties—are driving its widespread adoption. Industries are increasingly leveraging fully hydrolyzed, partially hydrolyzed, and PVOH hydrogel variants for their superior adhesion, biodegradability, and water solubility characteristics. With stringent sustainability mandates and an accelerating push for eco-friendly materials, polyvinyl alcohol is being increasingly incorporated into bio-based packaging solutions, PVB resins for laminated glass, and biodegradable films. Innovations in PVA-based coatings and water-soluble films are further propelling market expansion, particularly in the food, pharmaceuticals, and industrial packaging sectors.

Despite its broad applicability, challenges such as price volatility of raw materials and complex production processes pose constraints. The limited thermal stability of PVA and the presence of substitutes such as synthetic polymers further impact its widespread adoption. However, advancements in bio-derived and biodegradable PVA formulations, along with government support for sustainable polymers, are mitigating these limitations. Research on PVA nanocomposites and enhanced hydrogel

applications is unlocking new avenues, making the market more resilient to supply chain fluctuations.

Regionally, Asia-Pacific dominates the PVA market, led by China, Japan, and India, where expanding industrial production, growing packaging sectors, and infrastructure development are accelerating demand. North America and Europe are also experiencing substantial growth, driven by increased usage in pharmaceutical films, water-soluble packaging, and textile sizing applications. Meanwhile, Latin America and the Middle East & Africa are gradually integrating PVA-based solutions into their construction and industrial manufacturing sectors, fostering steady market expansion.

#### Major Market Players Included in This Report:

Sekisui Chemical Co., Ltd.

Kuraray Co., Ltd.

Mitsubishi Chemical Corporation

DuPont de Nemours, Inc.

Chang Chun Group

Nippon Gohsei

Sinopec Group

Shandong Sinopec Hualu Hengsheng Chemical

Solvay S.A.

Celanese Corporation

Wacker Chemie AG

Anhui Wanwei Group

OCI Company Ltd.

Ashland Global Holdings Inc.

Zhejiang JiHua Group

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Type:

Fully Hydrolyzed PVA

Partially Hydrolyzed PVA

PVOH Hydrogels

By Application:

PVB Resin

Adhesives and Sealants

Textile

Paper

Building & Construction

Packaging

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Rest of Latin America

## Middle East & Africa:

Saudi Arabia

South Africa

Rest of MEA

## Years Considered for the Study:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024-2032

## Key Takeaways:

Market Estimates & Forecasts for 10 years from 2022 to 2032.

Annualized revenue analysis and regional-level breakdown for each segment.

In-depth geographical insights, including country-specific data.

Competitive landscape evaluation, including strategic developments by key market players.

Analysis of industry trends, technological advancements, and future growth opportunities.

Demand-side and supply-side dynamics assessment in the global PVA industry.

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