

# **Global Polyvinyl Butyral Market Size Study, by Application (Films & Sheets, Paints & Coatings, Adhesives), by End-use (Automotive, Construction, Electrical & Electronics) and Regional Forecasts 2022-2032**

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## **Abstracts**

The Global Polyvinyl Butyral (PVB) Market, valued at USD 3.94 billion in 2023, is expected to grow at a CAGR of 6.50% from 2024 to 2032. The increasing demand for high-performance interlayer materials, particularly in the automotive and construction industries, is significantly propelling the growth of the PVB market. As a critical component in laminated safety glass, PVB provides superior adhesion, optical clarity, and impact resistance, making it a preferred material in windshields, architectural glazing, and photovoltaic panels. Additionally, its extensive use in adhesives, paints & coatings, and solar energy applications is further driving market expansion.

With stringent safety regulations in the automotive and construction sectors, manufacturers are leveraging PVB to enhance structural integrity, acoustic insulation, and UV protection in vehicles and buildings. The rise in urbanization and infrastructural developments is accelerating the demand for laminated glass solutions, while the rapid expansion of the electric vehicle (EV) sector is driving innovations in lightweight, high-durability materials like PVB. Furthermore, solar energy applications are witnessing a surge in PVB adoption due to its role in enhancing photovoltaic module efficiency and longevity.

Despite the promising outlook, fluctuations in raw material costs and environmental concerns regarding plastic waste pose significant challenges to market growth. However, ongoing R&D investments in bio-based PVB solutions and the increasing emphasis on recyclability and sustainability are expected to mitigate these challenges.

Key market players are exploring advanced polymerization techniques and strategic partnerships to expand their product portfolios and global footprint. The rising preference for eco-friendly alternatives is also opening new investment avenues in the PVB sector.

Regionally, North America and Europe dominate the PVB market, driven by high automotive production rates, strong construction activities, and stringent safety regulations. The United States and Germany lead in technological advancements and innovative applications of laminated glass. Meanwhile, Asia-Pacific is projected to register the highest growth, fueled by booming construction projects, increasing vehicle production, and rising solar energy adoption in China, India, and Japan. The Middle East & Africa and Latin America are also witnessing growing demand, particularly in infrastructure modernization and renewable energy sectors.

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

Kuraray Co., Ltd.

Eastman Chemical Company

DuPont de Nemours, Inc.

Sekisui Chemical Co., Ltd.

Everlam N.V.

Trinseo S.A.

Huakai Plastic Co., Ltd.

Tiantai Kanglai Industrial Co., Ltd.

Kingboard (Fo Gang) Specialty Resins Limited

Jiangxi Rongxin New Materials Co., Ltd.

Zhejiang Pulijin Plastic Co., Ltd.

Anhui Wanwei Group Co., Ltd.

Chang Chun Petrochemical Co., Ltd.

Shenzhen Qihang Plastic Technology Co., Ltd.

Lipeng New Material Technology Co., Ltd.

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

By Application:

Films & Sheets

Paints & Coatings

Adhesives

By End-use:

Automotive

Construction

Electrical & Electronics

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 Middle East & Africa

#### Years Considered for the Study:

Historical Year: 2022, 2023

Base Year: 2023

Forecast Period: 2024-2032

#### Key Takeaways:

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

Annualized revenue analysis and country-level insights for each market segment.

Competitive landscape assessment, highlighting key players and strategic initiatives.

Analysis of evolving industry trends, technological advancements, and investment opportunities.

Regulatory impact analysis and sustainability-focused market trends.

Comprehensive demand-side and supply-side market dynamics assessment.

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