

Global Polyvinylpyrrolidone Market Size Study, By Grade, Application, and Regional Forecasts 2022-2032

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Abstracts

The Global Polyvinylpyrrolidone Market, valued at approximately USD 1.59 billion in 2023, is expected to exhibit a compound annual growth rate (CAGR) of 5.17% over the forecast period 2024-2032. Polyvinylpyrrolidone (PVP), a highly versatile polymer, finds widespread applications across various industries, including pharmaceuticals, cosmetics, food & beverage, adhesives, and industrial sectors. Its superior binding, film-forming, solubility-enhancing, and stabilizing properties make it a crucial ingredient in pharmaceutical excipients, personal care formulations, and food processing. With growing demand for high-performance polymers, the industry is experiencing accelerated adoption of PVP K-15, PVP K-30, and PVP K-60 grades to cater to evolving market needs.

Driven by increasing demand from the pharmaceutical sector, the market is witnessing a rapid surge in PVP-based drug formulations due to its bioavailability enhancement and controlled drug release capabilities. The cosmetics industry is another major growth driver, with rising preference for long-lasting makeup, skincare, and haircare products incorporating polyvinylpyrrolidone as a film-forming and stabilizing agent. Furthermore, the food & beverage industry is leveraging PVP's clarifying and stabilizing properties, especially in beverage filtration processes. However, fluctuating raw material costs and stringent regulatory frameworks could pose challenges to market expansion.

From a regional perspective, Asia-Pacific dominates the global polyvinylpyrrolidone market, led by China, India, and Japan, where robust pharmaceutical and cosmetic industries are fueling demand. North America and Europe are also witnessing substantial growth, driven by technological advancements, rising research & development investments, and the push for high-performance excipients in drug formulations. Meanwhile, Latin America and the Middle East & Africa are emerging as

lucrative markets with growing industrial applications and increasing adoption of polyvinylpyrrolidone in diverse sectors.

Major Market Players Included in This Report:

Ashland Global Holdings Inc.

BASF SE

Nippon Shokubai Co., Ltd.

JH Nanhang Life Sciences Co., Ltd.

Boai NKY Pharmaceuticals Ltd.

Sigma-Aldrich Corporation (Merck Group)

Hangzhou Motto Science & Technology Co., Ltd.

Zhangzhou Huafu Chemical Co., Ltd.

Shanghai Yuking Water Soluble Material Tech Co., Ltd.

Shandong Xinhua Pharmaceutical Co., Ltd.

DKSH Holding Ltd.

Ashok Chem-Pharma International

Nanhang Industrial Co., Ltd.

Spectrum Chemical Manufacturing Corp.

Hangzhou Keying Chem Co., Ltd.

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

By Grade:

PVP K-15

PVP K-30

PVP K-60

Others

By Application:

Pharmaceuticals

Cosmetics

Food & Beverage

Adhesives

Others

By Regional Outlook:

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

UAE

South Africa

Rest of MEA

Key Takeaways from the Report:

Market estimates and forecasts spanning 2022 to 2032.

Annualized revenue analysis and insights into regional trends.

In-depth study of geographical market distribution with country-level evaluations.

Competitive landscape overview, including major industry players and market share analysis.

Examination of key business strategies and future investment recommendations.

Evaluation of market structure, including demand and supply dynamics.

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