

Global Auto PVB Film Market Research Report 2026(Status and Outlook)

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Abstracts

PVB film, or PVB interlayer, is a translucent film, which is essentially a thermoplastic resin film, a polymer material is extrude-forming through a polyvinyl butyral resin plasticized by a plasticizer. This report mainly focuses on auto PVB film, including standard film and high performance film.

The global Auto PVB Film market size was estimated at USD 1362.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 1.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Auto PVB Film market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Auto PVB Film market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Auto PVB Film market.

Global Auto PVB Film Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Eastman

Sekisui Chemical

Kuraray

Huakai Plastic (Chongqing) Co., Ltd.

ChangChun Group

Kingboard Chemical Holdings

Weifang Liyang New Material Co., Ltd.

Market Segmentation (by Type)

Standard Film

High Performance Film

Market Segmentation (by Application)

Passenger Cars

Commercial Vehicles

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Auto PVB Film Market

Overview of the regional outlook of the Auto PVB Film Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Auto PVB Film Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Auto PVB Film, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth

as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Auto PVB Film

1.2 Key Market Segments

1.2.1 Auto PVB Film Segment by Type

1.2.2 Auto PVB Film Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 AUTO PVB FILM MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Auto PVB Film Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Auto PVB Film Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 AUTO PVB FILM MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Auto PVB Film Product Life Cycle

3.3 Global Auto PVB Film Sales by Manufacturers (2020-2025)

3.4 Global Auto PVB Film Revenue Market Share by Manufacturers (2020-2025)

3.5 Auto PVB Film Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Auto PVB Film Average Price by Manufacturers (2020-2025)

3.7 Manufacturers' Manufacturing Sites, Areas Served, and Product Types

3.8 Auto PVB Film Market Competitive Situation and Trends

3.8.1 Auto PVB Film Market Concentration Rate

3.8.2 Global 5 and 10 Largest Auto PVB Film Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 AUTO PVB FILM INDUSTRY CHAIN ANALYSIS

- 4.1 Auto PVB Film Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AUTO PVB FILM MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Auto PVB Film Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy – April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Auto PVB Film Market
- 5.7 ESG Ratings of Leading Companies

6 AUTO PVB FILM MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Auto PVB Film Sales Market Share by Type (2020-2025)
- 6.3 Global Auto PVB Film Market Size by Type (2020-2025)
- 6.4 Global Auto PVB Film Price by Type (2020-2025)

7 AUTO PVB FILM MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Auto PVB Film Market Sales by Application (2020-2025)
- 7.3 Global Auto PVB Film Market Size (M USD) by Application (2020-2025)

7.4 Global Auto PVB Film Sales Growth Rate by Application (2020-2025)

8 AUTO PVB FILM MARKET SALES BY REGION

8.1 Global Auto PVB Film Sales by Region

8.1.1 Global Auto PVB Film Sales by Region

8.1.2 Global Auto PVB Film Sales Market Share by Region

8.2 Global Auto PVB Film Market Size by Region

8.2.1 Global Auto PVB Film Market Size by Region

8.2.2 Global Auto PVB Film Market Size by Region

8.3 North America

8.3.1 North America Auto PVB Film Sales by Country

8.3.2 North America Auto PVB Film Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Auto PVB Film Sales by Country

8.4.2 Europe Auto PVB Film Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Auto PVB Film Sales by Region

8.5.2 Asia Pacific Auto PVB Film Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Auto PVB Film Sales by Country

8.6.2 South America Auto PVB Film Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Auto PVB Film Sales by Region
- 8.7.2 Middle East and Africa Auto PVB Film Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 AUTO PVB FILM MARKET PRODUCTION BY REGION

- 9.1 Global Production of Auto PVB Film by Region(2020-2025)
- 9.2 Global Auto PVB Film Revenue Market Share by Region (2020-2025)
- 9.3 Global Auto PVB Film Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Auto PVB Film Production
 - 9.4.1 North America Auto PVB Film Production Growth Rate (2020-2025)
 - 9.4.2 North America Auto PVB Film Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Auto PVB Film Production
 - 9.5.1 Europe Auto PVB Film Production Growth Rate (2020-2025)
 - 9.5.2 Europe Auto PVB Film Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Auto PVB Film Production (2020-2025)
 - 9.6.1 Japan Auto PVB Film Production Growth Rate (2020-2025)
 - 9.6.2 Japan Auto PVB Film Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Auto PVB Film Production (2020-2025)
 - 9.7.1 China Auto PVB Film Production Growth Rate (2020-2025)
 - 9.7.2 China Auto PVB Film Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Eastman
 - 10.1.1 Eastman Basic Information
 - 10.1.2 Eastman Auto PVB Film Product Overview
 - 10.1.3 Eastman Auto PVB Film Product Market Performance
 - 10.1.4 Eastman Business Overview
 - 10.1.5 Eastman SWOT Analysis
 - 10.1.6 Eastman Recent Developments
- 10.2 Sekisui Chemical
 - 10.2.1 Sekisui Chemical Basic Information

- 10.2.2 Sekisui Chemical Auto PVB Film Product Overview
- 10.2.3 Sekisui Chemical Auto PVB Film Product Market Performance
- 10.2.4 Sekisui Chemical Business Overview
- 10.2.5 Sekisui Chemical SWOT Analysis
- 10.2.6 Sekisui Chemical Recent Developments
- 10.3 Kuraray
 - 10.3.1 Kuraray Basic Information
 - 10.3.2 Kuraray Auto PVB Film Product Overview
 - 10.3.3 Kuraray Auto PVB Film Product Market Performance
 - 10.3.4 Kuraray Business Overview
 - 10.3.5 Kuraray SWOT Analysis
 - 10.3.6 Kuraray Recent Developments
- 10.4 Huakai Plastic (Chongqing) Co., Ltd.
 - 10.4.1 Huakai Plastic (Chongqing) Co., Ltd. Basic Information
 - 10.4.2 Huakai Plastic (Chongqing) Co., Ltd. Auto PVB Film Product Overview
 - 10.4.3 Huakai Plastic (Chongqing) Co., Ltd. Auto PVB Film Product Market Performance
 - 10.4.4 Huakai Plastic (Chongqing) Co., Ltd. Business Overview
 - 10.4.5 Huakai Plastic (Chongqing) Co., Ltd. Recent Developments
- 10.5 ChangChun Group
 - 10.5.1 ChangChun Group Basic Information
 - 10.5.2 ChangChun Group Auto PVB Film Product Overview
 - 10.5.3 ChangChun Group Auto PVB Film Product Market Performance
 - 10.5.4 ChangChun Group Business Overview
 - 10.5.5 ChangChun Group Recent Developments
- 10.6 Kingboard Chemical Holdings
 - 10.6.1 Kingboard Chemical Holdings Basic Information
 - 10.6.2 Kingboard Chemical Holdings Auto PVB Film Product Overview
 - 10.6.3 Kingboard Chemical Holdings Auto PVB Film Product Market Performance
 - 10.6.4 Kingboard Chemical Holdings Business Overview
 - 10.6.5 Kingboard Chemical Holdings Recent Developments
- 10.7 Weifang Liyang New Material Co., Ltd.
 - 10.7.1 Weifang Liyang New Material Co., Ltd. Basic Information
 - 10.7.2 Weifang Liyang New Material Co., Ltd. Auto PVB Film Product Overview
 - 10.7.3 Weifang Liyang New Material Co., Ltd. Auto PVB Film Product Market Performance
 - 10.7.4 Weifang Liyang New Material Co., Ltd. Business Overview
 - 10.7.5 Weifang Liyang New Material Co., Ltd. Recent Developments

11 AUTO PVB FILM MARKET FORECAST BY REGION

11.1 Global Auto PVB Film Market Size Forecast

11.2 Global Auto PVB Film Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Auto PVB Film Market Size Forecast by Country

11.2.3 Asia Pacific Auto PVB Film Market Size Forecast by Region

11.2.4 South America Auto PVB Film Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Auto PVB Film by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Auto PVB Film Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Auto PVB Film by Type (2026-2035)

12.1.2 Global Auto PVB Film Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Auto PVB Film by Type (2026-2035)

12.2 Global Auto PVB Film Market Forecast by Application (2026-2035)

12.2.1 Global Auto PVB Film Sales (K MT) Forecast by Application

12.2.2 Global Auto PVB Film Market Size (M USD) Forecast by Application
(2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Auto PVB Film Market Size by Type (M USD)

Table 4. Global Auto PVB Film Market Size by Application

Table 5. Auto PVB Film Market Size Comparison by Region (M USD)

Table 6. Global Auto PVB Film Sales (K MT) by Manufacturers (2020-2025)

Table 7. Global Auto PVB Film Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Auto PVB Film Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Auto PVB Film Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Auto PVB Film as of 2025)

Table 11. Global Market Auto PVB Film Average Price (USD/KG) of Key Manufacturers (2020-2025)

Table 12. Manufacturers' Manufacturing Sites, Areas Served

Table 13. Manufacturers' Product Type

Table 14. Global Auto PVB Film Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Auto PVB Film Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global Auto PVB Film Sales by Type (K MT)

Table 27. Global Auto PVB Film Market Size by Type (M USD)

Table 28. Global Auto PVB Film Sales (K MT) by Type (2020-2025)

Table 29. Global Auto PVB Film Sales Market Share by Type (2020-2025)

Table 30. Global Auto PVB Film Market Size (M USD) by Type (2020-2025)

Table 31. Global Auto PVB Film Market Share by Type (2020-2025)

Table 32. Global Auto PVB Film Price (USD/KG) by Type (2020-2025)
Table 33. Global Auto PVB Film Sales (K MT) by Application
Table 34. Global Auto PVB Film Market Size by Application
Table 35. Global Auto PVB Film Sales by Application (2020-2025) & (K MT)
Table 36. Global Auto PVB Film Sales Market Share by Application (2020-2025)
Table 37. Global Auto PVB Film Market Size by Application (2020-2025) & (M USD)
Table 38. Global Auto PVB Film Market Share by Application (2020-2025)
Table 39. Global Auto PVB Film Sales Growth Rate by Application (2020-2025)
Table 40. Global Auto PVB Film Sales by Region (2020-2025) & (K MT)
Table 41. Global Auto PVB Film Sales Market Share by Region (2020-2025)
Table 42. Global Auto PVB Film Market Size by Region (2020-2025) & (M USD)
Table 43. Global Auto PVB Film Market Size by Region (2020-2025)
Table 44. North America Auto PVB Film Sales by Country (2020-2025) & (K MT)
Table 45. North America Auto PVB Film Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Auto PVB Film Sales by Country (2020-2025) & (K MT)
Table 47. Europe Auto PVB Film Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Auto PVB Film Sales by Region (2020-2025) & (K MT)
Table 49. Asia Pacific Auto PVB Film Market Size by Region (2020-2025) & (M USD)
Table 50. South America Auto PVB Film Sales by Country (2020-2025) & (K MT)
Table 51. South America Auto PVB Film Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Auto PVB Film Sales by Region (2020-2025) & (K MT)
Table 53. Middle East and Africa Auto PVB Film Market Size by Region (2020-2025) & (M USD)
Table 54. Global Auto PVB Film Production (K MT) by Region(2020-2025)
Table 55. Global Auto PVB Film Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global Auto PVB Film Revenue Market Share by Region (2020-2025)
Table 57. Global Auto PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 58. North America Auto PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 59. Europe Auto PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 60. Japan Auto PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 61. China Auto PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 62. Eastman Basic Information

Table 63. Eastman Auto PVB Film Product Overview
Table 64. Eastman Auto PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 65. Eastman Business Overview
Table 66. Eastman SWOT Analysis
Table 67. Eastman Recent Developments
Table 68. Sekisui Chemical Basic Information
Table 69. Sekisui Chemical Auto PVB Film Product Overview
Table 70. Sekisui Chemical Auto PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 71. Sekisui Chemical Business Overview
Table 72. Sekisui Chemical SWOT Analysis
Table 73. Sekisui Chemical Recent Developments
Table 74. Kuraray Basic Information
Table 75. Kuraray Auto PVB Film Product Overview
Table 76. Kuraray Auto PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 77. Kuraray Business Overview
Table 78. Kuraray SWOT Analysis
Table 79. Kuraray Recent Developments
Table 80. Huakai Plastic (Chongqing) Co., Ltd. Basic Information
Table 81. Huakai Plastic (Chongqing) Co., Ltd. Auto PVB Film Product Overview
Table 82. Huakai Plastic (Chongqing) Co., Ltd. Auto PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 83. Huakai Plastic (Chongqing) Co., Ltd. Business Overview
Table 84. Huakai Plastic (Chongqing) Co., Ltd. Recent Developments
Table 85. ChangChun Group Basic Information
Table 86. ChangChun Group Auto PVB Film Product Overview
Table 87. ChangChun Group Auto PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 88. ChangChun Group Business Overview
Table 89. ChangChun Group Recent Developments
Table 90. Kingboard Chemical Holdings Basic Information
Table 91. Kingboard Chemical Holdings Auto PVB Film Product Overview
Table 92. Kingboard Chemical Holdings Auto PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 93. Kingboard Chemical Holdings Business Overview
Table 94. Kingboard Chemical Holdings Recent Developments
Table 95. Weifang Liyang New Material Co., Ltd. Basic Information

Table 96. Weifang Liyang New Material Co., Ltd. Auto PVB Film Product Overview
Table 97. Weifang Liyang New Material Co., Ltd. Auto PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 98. Weifang Liyang New Material Co., Ltd. Business Overview
Table 99. Weifang Liyang New Material Co., Ltd. Recent Developments
Table 100. Global Auto PVB Film Sales Forecast by Region (2026-2035) & (K MT)
Table 101. Global Auto PVB Film Market Size Forecast by Region (2026-2035) & (M USD)
Table 102. North America Auto PVB Film Sales Forecast by Country (2026-2035) & (K MT)
Table 103. North America Auto PVB Film Market Size Forecast by Country (2026-2035) & (M USD)
Table 104. Europe Auto PVB Film Sales Forecast by Country (2026-2035) & (K MT)
Table 105. Europe Auto PVB Film Market Size Forecast by Country (2026-2035) & (M USD)
Table 106. Asia Pacific Auto PVB Film Sales Forecast by Region (2026-2035) & (K MT)
Table 107. Asia Pacific Auto PVB Film Market Size Forecast by Region (2026-2035) & (M USD)
Table 108. South America Auto PVB Film Sales Forecast by Country (2026-2035) & (K MT)
Table 109. South America Auto PVB Film Market Size Forecast by Country (2026-2035) & (M USD)
Table 110. Middle East and Africa Auto PVB Film Sales Forecast by Country (2026-2035) & (Units)
Table 111. Middle East and Africa Auto PVB Film Market Size Forecast by Country (2026-2035) & (M USD)
Table 112. Global Auto PVB Film Sales Forecast by Type (2026-2035) & (K MT)
Table 113. Global Auto PVB Film Market Size Forecast by Type (2026-2035) & (M USD)
Table 114. Global Auto PVB Film Price Forecast by Type (2026-2035) & (USD/KG)
Table 115. Global Auto PVB Film Sales (K MT) Forecast by Application (2026-2035)
Table 116. Global Auto PVB Film Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Auto PVB Film
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Auto PVB Film Market Size (M USD), 2025-2035
- Figure 5. Global Auto PVB Film Market Size (M USD) (2020-2035)
- Figure 6. Global Auto PVB Film Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Auto PVB Film Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Auto PVB Film Product Life Cycle
- Figure 13. Auto PVB Film Sales Share by Manufacturers in 2025
- Figure 14. Global Auto PVB Film Revenue Share by Manufacturers in 2025
- Figure 15. Auto PVB Film Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Auto PVB Film Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Auto PVB Film Revenue in 2025
- Figure 18. Industry Chain Map of Auto PVB Film
- Figure 19. Global Auto PVB Film Market PEST Analysis
- Figure 20. Global Auto PVB Film Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Auto PVB Film Market Share by Type
- Figure 27. Sales Market Share of Auto PVB Film by Type (2020-2025)
- Figure 28. Sales Market Share of Auto PVB Film by Type in 2025
- Figure 29. Market Share of Auto PVB Film by Type (2020-2025)
- Figure 30. Market Share of Auto PVB Film by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Auto PVB Film Market Share by Application

- Figure 33. Global Auto PVB Film Sales Market Share by Application (2020-2025)
- Figure 34. Global Auto PVB Film Sales Market Share by Application in 2025
- Figure 35. Global Auto PVB Film Market Share by Application (2020-2025)
- Figure 36. Global Auto PVB Film Market Share by Application in 2025
- Figure 37. Global Auto PVB Film Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Auto PVB Film Sales Market Share by Region (2020-2025)
- Figure 39. Global Auto PVB Film Market Size by Region (2020-2025)
- Figure 40. North America Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Auto PVB Film Sales Market Share by Country in 2024
- Figure 43. North America Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Auto PVB Film Market Size by Country in 2024
- Figure 45. U.S. Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Auto PVB Film Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Auto PVB Film Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Auto PVB Film Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Auto PVB Film Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Auto PVB Film Sales Market Share by Country in 2024
- Figure 53. Europe Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Auto PVB Film Market Size by Country in 2024
- Figure 55. Germany Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Auto PVB Film Sales and Growth Rate (K MT)
- Figure 66. Asia Pacific Auto PVB Film Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Auto PVB Film Market Size by Region in 2024
- Figure 68. China Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)

- Figure 69. China Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 71. Japan Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 73. South Korea Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 75. India Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 77. Southeast Asia Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Auto PVB Film Sales and Growth Rate (K MT)
- Figure 79. South America Auto PVB Film Sales Market Share by Country in 2024
- Figure 80. South America Auto PVB Film Market Size and Growth Rate (M USD)
- Figure 81. South America Auto PVB Film Market Size by Country in 2024
- Figure 82. Brazil Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 83. Brazil Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 85. Argentina Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 87. Columbia Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Auto PVB Film Sales and Growth Rate (K MT)
- Figure 89. Middle East and Africa Auto PVB Film Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Auto PVB Film Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Auto PVB Film Market Size by Region in 2024
- Figure 92. Saudi Arabia Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 93. Saudi Arabia Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 95. UAE Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 97. Egypt Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 99. Nigeria Auto PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Auto PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 101. South Africa Auto PVB Film Market Size and Growth Rate (2020-2025) &

(M USD)

Figure 102. Global Auto PVB Film Production Market Share by Region (2020-2025)

Figure 103. North America Auto PVB Film Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Auto PVB Film Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Auto PVB Film Production (K MT) Growth Rate (2020-2025)

Figure 106. China Auto PVB Film Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Auto PVB Film Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Auto PVB Film Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Auto PVB Film Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Auto PVB Film Market Share Forecast by Type (2026-2035)

Figure 111. Global Auto PVB Film Sales Forecast by Application (2026-2035)

Figure 112. Global Auto PVB Film Market Share Forecast by Application (2026-2035)

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