

Global Industrial?PVB?Resin Market Research Report 2026(Status and Outlook)

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Abstracts

Polyvinyl Butyral (PVB) resin is a thermoplastic polymer known for its exceptional properties such as high clarity, excellent adhesion, toughness, and flexibility. Derived through the reaction of polyvinyl alcohol with butyraldehyde, PVB resin exhibits outstanding chemical resistance and compatibility with a wide range of materials. Its unique characteristics make it a versatile material in industrial applications, particularly in demanding environments requiring durability and resilience. In the paint and coating industry, PVB resin is highly valued for its adhesive properties and ability to form transparent, durable films. It enhances surface smoothness, scratch resistance, and weatherability, making it ideal for protective coatings in automotive, construction, and electronics industries. For the ink industry, PVB resin acts as a binder, providing superior adhesion to substrates and ensuring vibrant, long-lasting colors. Its compatibility with diverse solvents allows for customization in high-performance printing applications. In ceramic production, PVB resin is utilized as a binder and plasticizer during the green body forming process. Its role is crucial in improving the flexibility and strength of ceramic products before sintering, enabling precise molding and reducing defects. PVB resin's excellent adhesion to various surfaces, including glass, metal, and plastics, makes it a core ingredient in adhesives. It provides strong bonding strength and durability in structural and laminating adhesives, used widely in aerospace, automotive, and construction industries. Additionally, PVB resin finds application in fabric treatments, where it imparts water resistance, chemical resistance, and enhanced durability to textiles. This is particularly advantageous for creating functional fabrics for outdoor, industrial, and protective clothing. The resin's ability to combine with other additives also allows for tailored fabric properties such as breathability and flexibility, meeting diverse industry needs.

The global Industrial?PVB?Resin market size was estimated at USD 139.0 million in

2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.60% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Industrial?PVB?Resin 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 Industrial?PVB?Resin 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 Industrial?PVB?Resin market.

Global Industrial?PVB?Resin 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 Chemical
Kuraray
Sekisui Chemicals
ChangChun Group
Kingboard Chemical Holdings
Huakai Plastic
Zhejiang Decent Plastic
Sichuan EM Technology
Longcheng High-tech Material

Market Segmentation (by Type)

Higher Molecular Weight Grade PVB Resin
Medium Molecular Weight Grade PVB Resin
Lower Molecular Weight Grade PVB Resin

Market Segmentation (by Application)

Paint & Coating
Ink
Ceramic
Adhesive
Fabric
Other

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 Industrial?PVB?Resin Market
Overview of the regional outlook of the Industrial?PVB?Resin 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 Industrial?PVB?Resin 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 Industrial?PVB?Resin, 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

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Industrial PVB Resin
- 1.2 Key Market Segments
 - 1.2.1 Industrial PVB Resin Segment by Type
 - 1.2.2 Industrial PVB Resin 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 INDUSTRIAL PVB RESIN MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Industrial PVB Resin Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global Industrial PVB Resin Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 INDUSTRIAL PVB RESIN MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Industrial PVB Resin Product Life Cycle
- 3.3 Global Industrial PVB Resin Sales by Manufacturers (2020-2025)
- 3.4 Global Industrial PVB Resin Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Industrial PVB Resin Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Industrial PVB Resin Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Industrial PVB Resin Market Competitive Situation and Trends
 - 3.8.1 Industrial PVB Resin Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest Industrial PVB Resin Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 INDUSTRIAL PVB RESIN INDUSTRY CHAIN ANALYSIS

- 4.1 Industrial PVB Resin 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 INDUSTRIAL PVB RESIN 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 Industrial PVB Resin 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 Industrial PVB Resin Market
- 5.7 ESG Ratings of Leading Companies

6 INDUSTRIAL PVB RESIN MARKET SEGMENTATION BY TYPE

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

7 INDUSTRIAL PVB RESIN MARKET SEGMENTATION BY APPLICATION

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

7.4 Global Industrial PVB Resin Sales Growth Rate by Application (2020-2025)

8 INDUSTRIAL PVB RESIN MARKET SALES BY REGION

8.1 Global Industrial PVB Resin Sales by Region

8.1.1 Global Industrial PVB Resin Sales by Region

8.1.2 Global Industrial PVB Resin Sales Market Share by Region

8.2 Global Industrial PVB Resin Market Size by Region

8.2.1 Global Industrial PVB Resin Market Size by Region

8.2.2 Global Industrial PVB Resin Market Size by Region

8.3 North America

8.3.1 North America Industrial PVB Resin Sales by Country

8.3.2 North America Industrial PVB Resin 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 Industrial PVB Resin Sales by Country

8.4.2 Europe Industrial PVB Resin 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 Industrial PVB Resin Sales by Region

8.5.2 Asia Pacific Industrial PVB Resin 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 Industrial PVB Resin Sales by Country

8.6.2 South America Industrial PVB Resin 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 Industrial PVB Resin Sales by Region
- 8.7.2 Middle East and Africa Industrial PVB Resin 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 INDUSTRIAL PVB RESIN MARKET PRODUCTION BY REGION

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

10 KEY COMPANIES PROFILE

- 10.1 Eastman Chemical
 - 10.1.1 Eastman Chemical Basic Information
 - 10.1.2 Eastman Chemical Industrial PVB Resin Product Overview
 - 10.1.3 Eastman Chemical Industrial PVB Resin Product Market Performance
 - 10.1.4 Eastman Chemical Business Overview
 - 10.1.5 Eastman Chemical SWOT Analysis

- 10.1.6 Eastman Chemical Recent Developments
- 10.2 Kuraray
 - 10.2.1 Kuraray Basic Information
 - 10.2.2 Kuraray Industrial PVB Resin Product Overview
 - 10.2.3 Kuraray Industrial PVB Resin Product Market Performance
 - 10.2.4 Kuraray Business Overview
 - 10.2.5 Kuraray SWOT Analysis
 - 10.2.6 Kuraray Recent Developments
- 10.3 Sekisui Chemicals
 - 10.3.1 Sekisui Chemicals Basic Information
 - 10.3.2 Sekisui Chemicals Industrial PVB Resin Product Overview
 - 10.3.3 Sekisui Chemicals Industrial PVB Resin Product Market Performance
 - 10.3.4 Sekisui Chemicals Business Overview
 - 10.3.5 Sekisui Chemicals SWOT Analysis
 - 10.3.6 Sekisui Chemicals Recent Developments
- 10.4 ChangChun Group
 - 10.4.1 ChangChun Group Basic Information
 - 10.4.2 ChangChun Group Industrial PVB Resin Product Overview
 - 10.4.3 ChangChun Group Industrial PVB Resin Product Market Performance
 - 10.4.4 ChangChun Group Business Overview
 - 10.4.5 ChangChun Group Recent Developments
- 10.5 Kingboard Chemical Holdings
 - 10.5.1 Kingboard Chemical Holdings Basic Information
 - 10.5.2 Kingboard Chemical Holdings Industrial PVB Resin Product Overview
 - 10.5.3 Kingboard Chemical Holdings Industrial PVB Resin Product Market Performance
 - 10.5.4 Kingboard Chemical Holdings Business Overview
 - 10.5.5 Kingboard Chemical Holdings Recent Developments
- 10.6 Huakai Plastic
 - 10.6.1 Huakai Plastic Basic Information
 - 10.6.2 Huakai Plastic Industrial PVB Resin Product Overview
 - 10.6.3 Huakai Plastic Industrial PVB Resin Product Market Performance
 - 10.6.4 Huakai Plastic Business Overview
 - 10.6.5 Huakai Plastic Recent Developments
- 10.7 Zhejiang Decent Plastic
 - 10.7.1 Zhejiang Decent Plastic Basic Information
 - 10.7.2 Zhejiang Decent Plastic Industrial PVB Resin Product Overview
 - 10.7.3 Zhejiang Decent Plastic Industrial PVB Resin Product Market Performance
 - 10.7.4 Zhejiang Decent Plastic Business Overview

- 10.7.5 Zhejiang Decent Plastic Recent Developments
- 10.8 Sichuan EM Technology
 - 10.8.1 Sichuan EM Technology Basic Information
 - 10.8.2 Sichuan EM Technology Industrial PVB Resin Product Overview
 - 10.8.3 Sichuan EM Technology Industrial PVB Resin Product Market Performance
 - 10.8.4 Sichuan EM Technology Business Overview
 - 10.8.5 Sichuan EM Technology Recent Developments
- 10.9 Longcheng High-tech Material
 - 10.9.1 Longcheng High-tech Material Basic Information
 - 10.9.2 Longcheng High-tech Material Industrial PVB Resin Product Overview
 - 10.9.3 Longcheng High-tech Material Industrial PVB Resin Product Market Performance
 - 10.9.4 Longcheng High-tech Material Business Overview
 - 10.9.5 Longcheng High-tech Material Recent Developments

11 INDUSTRIAL PVB RESIN MARKET FORECAST BY REGION

- 11.1 Global Industrial PVB Resin Market Size Forecast
- 11.2 Global Industrial PVB Resin Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Industrial PVB Resin Market Size Forecast by Country
 - 11.2.3 Asia Pacific Industrial PVB Resin Market Size Forecast by Region
 - 11.2.4 South America Industrial PVB Resin Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Industrial PVB Resin by Country

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

- 12.1 Global Industrial PVB Resin Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Industrial PVB Resin by Type (2026-2035)
 - 12.1.2 Global Industrial PVB Resin Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Industrial PVB Resin by Type (2026-2035)
- 12.2 Global Industrial PVB Resin Market Forecast by Application (2026-2035)
 - 12.2.1 Global Industrial PVB Resin Sales (K MT) Forecast by Application
 - 12.2.2 Global Industrial PVB Resin 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 Industrial?PVB?Resin Market Size by Type (M USD)
- Table 4. Global Industrial?PVB?Resin Market Size by Application
- Table 5. Industrial?PVB?Resin Market Size Comparison by Region (M USD)
- Table 6. Global Industrial?PVB?Resin Sales (K MT) by Manufacturers (2020-2025)
- Table 7. Global Industrial?PVB?Resin Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Industrial?PVB?Resin Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Industrial?PVB?Resin Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Industrial?PVB?Resin as of 2025)
- Table 11. Global Market Industrial?PVB?Resin Average Price (USD/KG) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Industrial?PVB?Resin 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. Industrial?PVB?Resin 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 Industrial?PVB?Resin Sales by Type (K MT)
- Table 27. Global Industrial?PVB?Resin Market Size by Type (M USD)
- Table 28. Global Industrial?PVB?Resin Sales (K MT) by Type (2020-2025)
- Table 29. Global Industrial?PVB?Resin Sales Market Share by Type (2020-2025)
- Table 30. Global Industrial?PVB?Resin Market Size (M USD) by Type (2020-2025)

- Table 31. Global Industrial?PVB?Resin Market Share by Type (2020-2025)
- Table 32. Global Industrial?PVB?Resin Price (USD/KG) by Type (2020-2025)
- Table 33. Global Industrial?PVB?Resin Sales (K MT) by Application
- Table 34. Global Industrial?PVB?Resin Market Size by Application
- Table 35. Global Industrial?PVB?Resin Sales by Application (2020-2025) & (K MT)
- Table 36. Global Industrial?PVB?Resin Sales Market Share by Application (2020-2025)
- Table 37. Global Industrial?PVB?Resin Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Industrial?PVB?Resin Market Share by Application (2020-2025)
- Table 39. Global Industrial?PVB?Resin Sales Growth Rate by Application (2020-2025)
- Table 40. Global Industrial?PVB?Resin Sales by Region (2020-2025) & (K MT)
- Table 41. Global Industrial?PVB?Resin Sales Market Share by Region (2020-2025)
- Table 42. Global Industrial?PVB?Resin Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Industrial?PVB?Resin Market Size by Region (2020-2025)
- Table 44. North America Industrial?PVB?Resin Sales by Country (2020-2025) & (K MT)
- Table 45. North America Industrial?PVB?Resin Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Industrial?PVB?Resin Sales by Country (2020-2025) & (K MT)
- Table 47. Europe Industrial?PVB?Resin Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Industrial?PVB?Resin Sales by Region (2020-2025) & (K MT)
- Table 49. Asia Pacific Industrial?PVB?Resin Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Industrial?PVB?Resin Sales by Country (2020-2025) & (K MT)
- Table 51. South America Industrial?PVB?Resin Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Industrial?PVB?Resin Sales by Region (2020-2025) & (K MT)
- Table 53. Middle East and Africa Industrial?PVB?Resin Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Industrial?PVB?Resin Production (K MT) by Region(2020-2025)
- Table 55. Global Industrial?PVB?Resin Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Industrial?PVB?Resin Revenue Market Share by Region (2020-2025)
- Table 57. Global Industrial?PVB?Resin Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 58. North America Industrial?PVB?Resin Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 59. Europe Industrial?PVB?Resin Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

- Table 60. Japan Industrial?PVB?Resin Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 61. China Industrial?PVB?Resin Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 62. Eastman Chemical Basic Information
- Table 63. Eastman Chemical Industrial?PVB?Resin Product Overview
- Table 64. Eastman Chemical Industrial?PVB?Resin Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 65. Eastman Chemical Business Overview
- Table 66. Eastman Chemical SWOT Analysis
- Table 67. Eastman Chemical Recent Developments
- Table 68. Kuraray Basic Information
- Table 69. Kuraray Industrial?PVB?Resin Product Overview
- Table 70. Kuraray Industrial?PVB?Resin Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 71. Kuraray Business Overview
- Table 72. Kuraray SWOT Analysis
- Table 73. Kuraray Recent Developments
- Table 74. Sekisui Chemicals Basic Information
- Table 75. Sekisui Chemicals Industrial?PVB?Resin Product Overview
- Table 76. Sekisui Chemicals Industrial?PVB?Resin Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 77. Sekisui Chemicals Business Overview
- Table 78. Sekisui Chemicals SWOT Analysis
- Table 79. Sekisui Chemicals Recent Developments
- Table 80. ChangChun Group Basic Information
- Table 81. ChangChun Group Industrial?PVB?Resin Product Overview
- Table 82. ChangChun Group Industrial?PVB?Resin Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 83. ChangChun Group Business Overview
- Table 84. ChangChun Group Recent Developments
- Table 85. Kingboard Chemical Holdings Basic Information
- Table 86. Kingboard Chemical Holdings Industrial?PVB?Resin Product Overview
- Table 87. Kingboard Chemical Holdings Industrial?PVB?Resin Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 88. Kingboard Chemical Holdings Business Overview
- Table 89. Kingboard Chemical Holdings Recent Developments
- Table 90. Huakai Plastic Basic Information
- Table 91. Huakai Plastic Industrial?PVB?Resin Product Overview

- Table 92. Huakai Plastic Industrial?PVB?Resin Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 93. Huakai Plastic Business Overview
- Table 94. Huakai Plastic Recent Developments
- Table 95. Zhejiang Decent Plastic Basic Information
- Table 96. Zhejiang Decent Plastic Industrial?PVB?Resin Product Overview
- Table 97. Zhejiang Decent Plastic Industrial?PVB?Resin Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 98. Zhejiang Decent Plastic Business Overview
- Table 99. Zhejiang Decent Plastic Recent Developments
- Table 100. Sichuan EM Technology Basic Information
- Table 101. Sichuan EM Technology Industrial?PVB?Resin Product Overview
- Table 102. Sichuan EM Technology Industrial?PVB?Resin Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 103. Sichuan EM Technology Business Overview
- Table 104. Sichuan EM Technology Recent Developments
- Table 105. Longcheng High-tech Material Basic Information
- Table 106. Longcheng High-tech Material Industrial?PVB?Resin Product Overview
- Table 107. Longcheng High-tech Material Industrial?PVB?Resin Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 108. Longcheng High-tech Material Business Overview
- Table 109. Longcheng High-tech Material Recent Developments
- Table 110. Global Industrial?PVB?Resin Sales Forecast by Region (2026-2035) & (K MT)
- Table 111. Global Industrial?PVB?Resin Market Size Forecast by Region (2026-2035) & (M USD)
- Table 112. North America Industrial?PVB?Resin Sales Forecast by Country (2026-2035) & (K MT)
- Table 113. North America Industrial?PVB?Resin Market Size Forecast by Country (2026-2035) & (M USD)
- Table 114. Europe Industrial?PVB?Resin Sales Forecast by Country (2026-2035) & (K MT)
- Table 115. Europe Industrial?PVB?Resin Market Size Forecast by Country (2026-2035) & (M USD)
- Table 116. Asia Pacific Industrial?PVB?Resin Sales Forecast by Region (2026-2035) & (K MT)
- Table 117. Asia Pacific Industrial?PVB?Resin Market Size Forecast by Region (2026-2035) & (M USD)
- Table 118. South America Industrial?PVB?Resin Sales Forecast by Country

(2026-2035) & (K MT)

Table 119. South America Industrial?PVB?Resin Market Size Forecast by Country (2026-2035) & (M USD)

Table 120. Middle East and Africa Industrial?PVB?Resin Sales Forecast by Country (2026-2035) & (Units)

Table 121. Middle East and Africa Industrial?PVB?Resin Market Size Forecast by Country (2026-2035) & (M USD)

Table 122. Global Industrial?PVB?Resin Sales Forecast by Type (2026-2035) & (K MT)

Table 123. Global Industrial?PVB?Resin Market Size Forecast by Type (2026-2035) & (M USD)

Table 124. Global Industrial?PVB?Resin Price Forecast by Type (2026-2035) & (USD/KG)

Table 125. Global Industrial?PVB?Resin Sales (K MT) Forecast by Application (2026-2035)

Table 126. Global Industrial?PVB?Resin Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Industrial?PVB?Resin
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Industrial?PVB?Resin Market Size (M USD), 2025-2035
- Figure 5. Global Industrial?PVB?Resin Market Size (M USD) (2020-2035)
- Figure 6. Global Industrial?PVB?Resin 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. Industrial?PVB?Resin Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Industrial?PVB?Resin Product Life Cycle
- Figure 13. Industrial?PVB?Resin Sales Share by Manufacturers in 2025
- Figure 14. Global Industrial?PVB?Resin Revenue Share by Manufacturers in 2025
- Figure 15. Industrial?PVB?Resin Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Industrial?PVB?Resin Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Industrial?PVB?Resin Revenue in 2025
- Figure 18. Industry Chain Map of Industrial?PVB?Resin
- Figure 19. Global Industrial?PVB?Resin Market PEST Analysis
- Figure 20. Global Industrial?PVB?Resin 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 Industrial?PVB?Resin Market Share by Type
- Figure 27. Sales Market Share of Industrial?PVB?Resin by Type (2020-2025)
- Figure 28. Sales Market Share of Industrial?PVB?Resin by Type in 2025
- Figure 29. Market Share of Industrial?PVB?Resin by Type (2020-2025)
- Figure 30. Market Share of Industrial?PVB?Resin by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Industrial?PVB?Resin Market Share by Application

Figure 33. Global Industrial?PVB?Resin Sales Market Share by Application (2020-2025)

Figure 34. Global Industrial?PVB?Resin Sales Market Share by Application in 2025

Figure 35. Global Industrial?PVB?Resin Market Share by Application (2020-2025)

Figure 36. Global Industrial?PVB?Resin Market Share by Application in 2025

Figure 37. Global Industrial?PVB?Resin Sales Growth Rate by Application (2020-2025)

Figure 38. Global Industrial?PVB?Resin Sales Market Share by Region (2020-2025)

Figure 39. Global Industrial?PVB?Resin Market Size by Region (2020-2025)

Figure 40. North America Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Industrial?PVB?Resin Sales Market Share by Country in 2024

Figure 43. North America Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Industrial?PVB?Resin Market Size by Country in 2024

Figure 45. U.S. Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Industrial?PVB?Resin Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Industrial?PVB?Resin Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Industrial?PVB?Resin Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Industrial?PVB?Resin Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Industrial?PVB?Resin Sales Market Share by Country in 2024

Figure 53. Europe Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Industrial?PVB?Resin Market Size by Country in 2024

Figure 55. Germany Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Industrial?PVB?Resin Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Industrial?PVB?Resin Sales Market Share by Region in 2024

Figure 67. Asia Pacific Industrial?PVB?Resin Market Size by Region in 2024

Figure 68. China Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Industrial?PVB?Resin Sales and Growth Rate (K MT)

Figure 79. South America Industrial?PVB?Resin Sales Market Share by Country in 2024

Figure 80. South America Industrial?PVB?Resin Market Size and Growth Rate (M USD)

Figure 81. South America Industrial?PVB?Resin Market Size by Country in 2024

Figure 82. Brazil Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K

MT)

Figure 87. Columbia Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Industrial?PVB?Resin Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Industrial?PVB?Resin Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Industrial?PVB?Resin Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Industrial?PVB?Resin Market Size by Region in 2024

Figure 92. Saudi Arabia Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Industrial?PVB?Resin Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Industrial?PVB?Resin Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Industrial?PVB?Resin Production Market Share by Region (2020-2025)

Figure 103. North America Industrial?PVB?Resin Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Industrial?PVB?Resin Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Industrial?PVB?Resin Production (K MT) Growth Rate (2020-2025)

Figure 106. China Industrial?PVB?Resin Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Industrial?PVB?Resin Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Industrial?PVB?Resin Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Industrial?PVB?Resin Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Industrial?PVB?Resin Market Share Forecast by Type (2026-2035)

Figure 111. Global Industrial?PVB?Resin Sales Forecast by Application (2026-2035)

Figure 112. Global Industrial?PVB?Resin Market Share Forecast by Application (2026-2035)

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