

# Global Modified Polyvinyl Alcohol Market Research Report 2025(Status and Outlook)

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## Abstracts

Modified Polyvinyl Alcohol (MPVA) refers to chemically or physically altered forms of polyvinyl alcohol, a water-soluble synthetic polymer derived from polyvinyl acetate through hydrolysis, which has been modified to enhance specific properties such as solubility, thermal stability, mechanical strength, or compatibility with other materials for specialized industrial applications. These modifications often involve copolymerization with other monomers, cross-linking, or the introduction of functional groups to tailor the polymer's performance in areas like adhesives, coatings, textiles, paper processing, pharmaceuticals, and biodegradable packaging, where standard polyvinyl alcohol may not meet the required technical or environmental specifications.

The global Modified Polyvinyl Alcohol market size was estimated at USD 1200.0 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 5.25% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Modified Polyvinyl Alcohol 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 Modified

Polyvinyl Alcohol 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 Modified Polyvinyl Alcohol market.

### **Global Modified Polyvinyl Alcohol 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**

Kuraray  
Nippon Gohsei  
3V Group

#### **Market Segmentation (by Type)**

Hydrolysis mol 87.0 to 89.0%  
Hydrolysis mol 86.5 to 89.0%

#### **Market Segmentation (by Application)**

Emulsion Polymerisation  
Films Applications

Paper Applications

## **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 Modified Polyvinyl Alcohol Market

Overview of the regional outlook of the Modified Polyvinyl Alcohol 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 Modified Polyvinyl Alcohol 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 Modified Polyvinyl Alcohol, 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 Modified Polyvinyl Alcohol

#### 1.2 Key Market Segments

##### 1.2.1 Modified Polyvinyl Alcohol Segment by Type

##### 1.2.2 Modified Polyvinyl Alcohol 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 MODIFIED POLYVINYL ALCOHOL MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Modified Polyvinyl Alcohol Market Size (M USD) Estimates and Forecasts (2020-2033)

##### 2.1.2 Global Modified Polyvinyl Alcohol Sales Estimates and Forecasts (2020-2033)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

### **3 MODIFIED POLYVINYL ALCOHOL MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Company Assessment Quadrant

#### 3.2 Global Modified Polyvinyl Alcohol Product Life Cycle

#### 3.3 Global Modified Polyvinyl Alcohol Sales by Manufacturers (2020-2025)

#### 3.4 Global Modified Polyvinyl Alcohol Revenue Market Share by Manufacturers (2020-2025)

#### 3.5 Modified Polyvinyl Alcohol Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.6 Global Modified Polyvinyl Alcohol Average Price by Manufacturers (2020-2025)

#### 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

#### 3.8 Modified Polyvinyl Alcohol Market Competitive Situation and Trends

##### 3.8.1 Modified Polyvinyl Alcohol Market Concentration Rate

##### 3.8.2 Global 5 and 10 Largest Modified Polyvinyl Alcohol Players Market Share by Revenue

### 3.8.3 Mergers & Acquisitions, Expansion

## **4 MODIFIED POLYVINYL ALCOHOL INDUSTRY CHAIN ANALYSIS**

### 4.1 Modified Polyvinyl Alcohol 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 MODIFIED POLYVINYL ALCOHOL 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 Modified Polyvinyl Alcohol 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 Modified Polyvinyl Alcohol Market

### 5.7 ESG Ratings of Leading Companies

## **6 MODIFIED POLYVINYL ALCOHOL MARKET SEGMENTATION BY TYPE**

### 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

### 6.2 Global Modified Polyvinyl Alcohol Sales Market Share by Type (2020-2025)

### 6.3 Global Modified Polyvinyl Alcohol Market Size Market Share by Type (2020-2025)

### 6.4 Global Modified Polyvinyl Alcohol Price by Type (2020-2025)

## **7 MODIFIED POLYVINYL ALCOHOL MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Modified Polyvinyl Alcohol Market Sales by Application (2020-2025)
- 7.3 Global Modified Polyvinyl Alcohol Market Size (M USD) by Application (2020-2025)
- 7.4 Global Modified Polyvinyl Alcohol Sales Growth Rate by Application (2020-2025)

## **8 MODIFIED POLYVINYL ALCOHOL MARKET SALES BY REGION**

- 8.1 Global Modified Polyvinyl Alcohol Sales by Region
  - 8.1.1 Global Modified Polyvinyl Alcohol Sales by Region
  - 8.1.2 Global Modified Polyvinyl Alcohol Sales Market Share by Region
- 8.2 Global Modified Polyvinyl Alcohol Market Size by Region
  - 8.2.1 Global Modified Polyvinyl Alcohol Market Size by Region
  - 8.2.2 Global Modified Polyvinyl Alcohol Market Size Market Share by Region
- 8.3 North America
  - 8.3.1 North America Modified Polyvinyl Alcohol Sales by Country
  - 8.3.2 North America Modified Polyvinyl Alcohol 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 Modified Polyvinyl Alcohol Sales by Country
  - 8.4.2 Europe Modified Polyvinyl Alcohol 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 Modified Polyvinyl Alcohol Sales by Region
  - 8.5.2 Asia Pacific Modified Polyvinyl Alcohol 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 Modified Polyvinyl Alcohol Sales by Country
  - 8.6.2 South America Modified Polyvinyl Alcohol 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 Modified Polyvinyl Alcohol Sales by Region

8.7.2 Middle East and Africa Modified Polyvinyl Alcohol 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 MODIFIED POLYVINYL ALCOHOL MARKET PRODUCTION BY REGION**

9.1 Global Production of Modified Polyvinyl Alcohol by Region(2020-2025)

9.2 Global Modified Polyvinyl Alcohol Revenue Market Share by Region (2020-2025)

9.3 Global Modified Polyvinyl Alcohol Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Modified Polyvinyl Alcohol Production

9.4.1 North America Modified Polyvinyl Alcohol Production Growth Rate (2020-2025)

9.4.2 North America Modified Polyvinyl Alcohol Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Modified Polyvinyl Alcohol Production

9.5.1 Europe Modified Polyvinyl Alcohol Production Growth Rate (2020-2025)

9.5.2 Europe Modified Polyvinyl Alcohol Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Modified Polyvinyl Alcohol Production (2020-2025)

9.6.1 Japan Modified Polyvinyl Alcohol Production Growth Rate (2020-2025)

9.6.2 Japan Modified Polyvinyl Alcohol Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Modified Polyvinyl Alcohol Production (2020-2025)

9.7.1 China Modified Polyvinyl Alcohol Production Growth Rate (2020-2025)

9.7.2 China Modified Polyvinyl Alcohol Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

10.1 Kuraray

10.1.1 Kuraray Basic Information

- 10.1.2 Kuraray Modified Polyvinyl Alcohol Product Overview
- 10.1.3 Kuraray Modified Polyvinyl Alcohol Product Market Performance
- 10.1.4 Kuraray Business Overview
- 10.1.5 Kuraray SWOT Analysis
- 10.1.6 Kuraray Recent Developments
- 10.2 Nippon Gohsei
  - 10.2.1 Nippon Gohsei Basic Information
  - 10.2.2 Nippon Gohsei Modified Polyvinyl Alcohol Product Overview
  - 10.2.3 Nippon Gohsei Modified Polyvinyl Alcohol Product Market Performance
  - 10.2.4 Nippon Gohsei Business Overview
  - 10.2.5 Nippon Gohsei SWOT Analysis
  - 10.2.6 Nippon Gohsei Recent Developments
- 10.3 3V Group
  - 10.3.1 3V Group Basic Information
  - 10.3.2 3V Group Modified Polyvinyl Alcohol Product Overview
  - 10.3.3 3V Group Modified Polyvinyl Alcohol Product Market Performance
  - 10.3.4 3V Group Business Overview
  - 10.3.5 3V Group SWOT Analysis
  - 10.3.6 3V Group Recent Developments

## **11 MODIFIED POLYVINYL ALCOHOL MARKET FORECAST BY REGION**

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

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)**

- 12.1 Global Modified Polyvinyl Alcohol Market Forecast by Type (2026-2033)
  - 12.1.1 Global Forecasted Sales of Modified Polyvinyl Alcohol by Type (2026-2033)
  - 12.1.2 Global Modified Polyvinyl Alcohol Market Size Forecast by Type (2026-2033)
  - 12.1.3 Global Forecasted Price of Modified Polyvinyl Alcohol by Type (2026-2033)
- 12.2 Global Modified Polyvinyl Alcohol Market Forecast by Application (2026-2033)
  - 12.2.1 Global Modified Polyvinyl Alcohol Sales (K MT) Forecast by Application

### 12.2.2 Global Modified Polyvinyl Alcohol Market Size (M USD) Forecast by Application (2026-2033)

## 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. Market Size (M USD) Segment Executive Summary

Table 4. Modified Polyvinyl Alcohol Market Size Comparison by Region (M USD)

Table 5. Global Modified Polyvinyl Alcohol Sales (K MT) by Manufacturers (2020-2025)

Table 6. Global Modified Polyvinyl Alcohol Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Modified Polyvinyl Alcohol Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Modified Polyvinyl Alcohol Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Modified Polyvinyl Alcohol as of 2024)

Table 10. Global Market Modified Polyvinyl Alcohol Average Price (USD/KG) of Key Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Modified Polyvinyl Alcohol Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Modified Polyvinyl Alcohol Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 25. Global Modified Polyvinyl Alcohol Sales by Type (K MT)

Table 26. Global Modified Polyvinyl Alcohol Market Size by Type (M USD)

Table 27. Global Modified Polyvinyl Alcohol Sales (K MT) by Type (2020-2025)

Table 28. Global Modified Polyvinyl Alcohol Sales Market Share by Type (2020-2025)

|                                                                                                         |
|---------------------------------------------------------------------------------------------------------|
| Table 29. Global Modified Polyvinyl Alcohol Market Size (M USD) by Type (2020-2025)                     |
| Table 30. Global Modified Polyvinyl Alcohol Market Size Share by Type (2020-2025)                       |
| Table 31. Global Modified Polyvinyl Alcohol Price (USD/KG) by Type (2020-2025)                          |
| Table 32. Global Modified Polyvinyl Alcohol Sales (K MT) by Application                                 |
| Table 33. Global Modified Polyvinyl Alcohol Market Size by Application                                  |
| Table 34. Global Modified Polyvinyl Alcohol Sales by Application (2020-2025) & (K MT)                   |
| Table 35. Global Modified Polyvinyl Alcohol Sales Market Share by Application (2020-2025)               |
| Table 36. Global Modified Polyvinyl Alcohol Market Size by Application (2020-2025) & (M USD)            |
| Table 37. Global Modified Polyvinyl Alcohol Market Share by Application (2020-2025)                     |
| Table 38. Global Modified Polyvinyl Alcohol Sales Growth Rate by Application (2020-2025)                |
| Table 39. Global Modified Polyvinyl Alcohol Sales by Region (2020-2025) & (K MT)                        |
| Table 40. Global Modified Polyvinyl Alcohol Sales Market Share by Region (2020-2025)                    |
| Table 41. Global Modified Polyvinyl Alcohol Market Size by Region (2020-2025) & (M USD)                 |
| Table 42. Global Modified Polyvinyl Alcohol Market Size Market Share by Region (2020-2025)              |
| Table 43. North America Modified Polyvinyl Alcohol Sales by Country (2020-2025) & (K MT)                |
| Table 44. North America Modified Polyvinyl Alcohol Market Size by Country (2020-2025) & (M USD)         |
| Table 45. Europe Modified Polyvinyl Alcohol Sales by Country (2020-2025) & (K MT)                       |
| Table 46. Europe Modified Polyvinyl Alcohol Market Size by Country (2020-2025) & (M USD)                |
| Table 47. Asia Pacific Modified Polyvinyl Alcohol Sales by Region (2020-2025) & (K MT)                  |
| Table 48. Asia Pacific Modified Polyvinyl Alcohol Market Size by Region (2020-2025) & (M USD)           |
| Table 49. South America Modified Polyvinyl Alcohol Sales by Country (2020-2025) & (K MT)                |
| Table 50. South America Modified Polyvinyl Alcohol Market Size by Country (2020-2025) & (M USD)         |
| Table 51. Middle East and Africa Modified Polyvinyl Alcohol Sales by Region (2020-2025) & (K MT)        |
| Table 52. Middle East and Africa Modified Polyvinyl Alcohol Market Size by Region (2020-2025) & (M USD) |
| Table 53. Global Modified Polyvinyl Alcohol Production (K MT) by Region(2020-2025)                      |

Table 54. Global Modified Polyvinyl Alcohol Revenue (US\$ Million) by Region (2020-2025)

Table 55. Global Modified Polyvinyl Alcohol Revenue Market Share by Region (2020-2025)

Table 56. Global Modified Polyvinyl Alcohol Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 57. North America Modified Polyvinyl Alcohol Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. Europe Modified Polyvinyl Alcohol Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Japan Modified Polyvinyl Alcohol Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 60. China Modified Polyvinyl Alcohol Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 61. Kuraray Basic Information

Table 62. Kuraray Modified Polyvinyl Alcohol Product Overview

Table 63. Kuraray Modified Polyvinyl Alcohol Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 64. Kuraray Business Overview

Table 65. Kuraray SWOT Analysis

Table 66. Kuraray Recent Developments

Table 67. Nippon Gohsei Basic Information

Table 68. Nippon Gohsei Modified Polyvinyl Alcohol Product Overview

Table 69. Nippon Gohsei Modified Polyvinyl Alcohol Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 70. Nippon Gohsei Business Overview

Table 71. Nippon Gohsei SWOT Analysis

Table 72. Nippon Gohsei Recent Developments

Table 73. 3V Group Basic Information

Table 74. 3V Group Modified Polyvinyl Alcohol Product Overview

Table 75. 3V Group Modified Polyvinyl Alcohol Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 76. 3V Group Business Overview

Table 77. 3V Group SWOT Analysis

Table 78. 3V Group Recent Developments

Table 79. Global Modified Polyvinyl Alcohol Sales Forecast by Region (2026-2033) & (K MT)

Table 80. Global Modified Polyvinyl Alcohol Market Size Forecast by Region (2026-2033) & (M USD)

Table 81. North America Modified Polyvinyl Alcohol Sales Forecast by Country (2026-2033) & (K MT)

Table 82. North America Modified Polyvinyl Alcohol Market Size Forecast by Country (2026-2033) & (M USD)

Table 83. Europe Modified Polyvinyl Alcohol Sales Forecast by Country (2026-2033) & (K MT)

Table 84. Europe Modified Polyvinyl Alcohol Market Size Forecast by Country (2026-2033) & (M USD)

Table 85. Asia Pacific Modified Polyvinyl Alcohol Sales Forecast by Region (2026-2033) & (K MT)

Table 86. Asia Pacific Modified Polyvinyl Alcohol Market Size Forecast by Region (2026-2033) & (M USD)

Table 87. South America Modified Polyvinyl Alcohol Sales Forecast by Country (2026-2033) & (K MT)

Table 88. South America Modified Polyvinyl Alcohol Market Size Forecast by Country (2026-2033) & (M USD)

Table 89. Middle East and Africa Modified Polyvinyl Alcohol Sales Forecast by Country (2026-2033) & (Units)

Table 90. Middle East and Africa Modified Polyvinyl Alcohol Market Size Forecast by Country (2026-2033) & (M USD)

Table 91. Global Modified Polyvinyl Alcohol Sales Forecast by Type (2026-2033) & (K MT)

Table 92. Global Modified Polyvinyl Alcohol Market Size Forecast by Type (2026-2033) & (M USD)

Table 93. Global Modified Polyvinyl Alcohol Price Forecast by Type (2026-2033) & (USD/KG)

Table 94. Global Modified Polyvinyl Alcohol Sales (K MT) Forecast by Application (2026-2033)

Table 95. Global Modified Polyvinyl Alcohol Market Size Forecast by Application (2026-2033) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Modified Polyvinyl Alcohol
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Modified Polyvinyl Alcohol Market Size (M USD), 2024-2033
- Figure 5. Global Modified Polyvinyl Alcohol Market Size (M USD) (2020-2033)
- Figure 6. Global Modified Polyvinyl Alcohol Sales (K MT) & (2020-2033)
- 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. Modified Polyvinyl Alcohol Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Modified Polyvinyl Alcohol Product Life Cycle
- Figure 13. Modified Polyvinyl Alcohol Sales Share by Manufacturers in 2024
- Figure 14. Global Modified Polyvinyl Alcohol Revenue Share by Manufacturers in 2024
- Figure 15. Modified Polyvinyl Alcohol Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Modified Polyvinyl Alcohol Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Modified Polyvinyl Alcohol Revenue in 2024
- Figure 18. Industry Chain Map of Modified Polyvinyl Alcohol
- Figure 19. Global Modified Polyvinyl Alcohol Market PEST Analysis
- Figure 20. Global Modified Polyvinyl Alcohol 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 Modified Polyvinyl Alcohol Market Share by Type
- Figure 27. Sales Market Share of Modified Polyvinyl Alcohol by Type (2020-2025)
- Figure 28. Sales Market Share of Modified Polyvinyl Alcohol by Type in 2024
- Figure 29. Market Size Share of Modified Polyvinyl Alcohol by Type (2020-2025)
- Figure 30. Market Size Share of Modified Polyvinyl Alcohol by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Modified Polyvinyl Alcohol Market Share by Application

Figure 33. Global Modified Polyvinyl Alcohol Sales Market Share by Application (2020-2025)

Figure 34. Global Modified Polyvinyl Alcohol Sales Market Share by Application in 2024

Figure 35. Global Modified Polyvinyl Alcohol Market Share by Application (2020-2025)

Figure 36. Global Modified Polyvinyl Alcohol Market Share by Application in 2024

Figure 37. Global Modified Polyvinyl Alcohol Sales Growth Rate by Application (2020-2025)

Figure 38. Global Modified Polyvinyl Alcohol Sales Market Share by Region (2020-2025)

Figure 39. Global Modified Polyvinyl Alcohol Market Size Market Share by Region (2020-2025)

Figure 40. North America Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Modified Polyvinyl Alcohol Sales Market Share by Country in 2024

Figure 43. North America Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Modified Polyvinyl Alcohol Market Size Market Share by Country in 2024

Figure 45. U.S. Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Modified Polyvinyl Alcohol Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Modified Polyvinyl Alcohol Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Modified Polyvinyl Alcohol Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Modified Polyvinyl Alcohol Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Modified Polyvinyl Alcohol Sales Market Share by Country in 2024

Figure 53. Europe Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Modified Polyvinyl Alcohol Market Size Market Share by Country in

2024

Figure 55. Germany Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Modified Polyvinyl Alcohol Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Modified Polyvinyl Alcohol Sales Market Share by Region in 2024

Figure 67. Asia Pacific Modified Polyvinyl Alcohol Market Size Market Share by Region in 2024

Figure 68. China Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K

MT)

Figure 75. India Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Modified Polyvinyl Alcohol Sales and Growth Rate (K MT)

Figure 79. South America Modified Polyvinyl Alcohol Sales Market Share by Country in 2024

Figure 80. South America Modified Polyvinyl Alcohol Market Size and Growth Rate (M USD)

Figure 81. South America Modified Polyvinyl Alcohol Market Size Market Share by Country in 2024

Figure 82. Brazil Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Modified Polyvinyl Alcohol Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Modified Polyvinyl Alcohol Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Modified Polyvinyl Alcohol Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Modified Polyvinyl Alcohol Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K

MT)

Figure 95. UAE Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Modified Polyvinyl Alcohol Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Modified Polyvinyl Alcohol Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Modified Polyvinyl Alcohol Production Market Share by Region (2020-2025)

Figure 103. North America Modified Polyvinyl Alcohol Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Modified Polyvinyl Alcohol Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Modified Polyvinyl Alcohol Production (K MT) Growth Rate (2020-2025)

Figure 106. China Modified Polyvinyl Alcohol Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Modified Polyvinyl Alcohol Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global Modified Polyvinyl Alcohol Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Modified Polyvinyl Alcohol Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Modified Polyvinyl Alcohol Market Share Forecast by Type (2026-2033)

Figure 111. Global Modified Polyvinyl Alcohol Sales Forecast by Application (2026-2033)

Figure 112. Global Modified Polyvinyl Alcohol Market Share Forecast by Application (2026-2033)

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