

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

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Abstracts

PVB film, English name is: PolyVinyl Butyral Film, chemical name is: polyvinyl butyral film. PVB film 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. Appearance is translucent film, no impurities, surface roughness, with a certain roughness and good flexibility, has good adhesion with inorganic glass, has high mechanical strength properties such as transparent, heat, cold, humidity, it is the best adhesive material for the manufacture of laminated safety glass in the current world, while also has a wide range of applications in building walls, recruit awning, window, bank counter, prison probe window, furnaces and various bulletproof glass screen . Because it is made of plastic resin, it has a recyclable processing, re-use characteristic. Polyvinyl butyral is a resin usually used for applications that require strong binding, optical clarity, adhesion to many surfaces, toughness and flexibility. It is prepared from polyvinyl alcohol by reaction with butyraldehyde. The major application is laminated safety glass for automobile windshields. Tradenames for PVB-films include Saflex, GlasNovations, Butacite, WINLITE, S-Lec, and Trosifol. Because of its special chemical structure, glass , metal, ceramic , plastic, leather and wood also have a strong combination of sex ; PVB film used in the production of plasticizers 3G8 with PVB resin has good compatibility, and having good cold resistance, heat resistance , etc. ; PVB films addition to the two major raw materials , in order to adjust the adhesion , improved UV weathering resistance and isolation , add the adhesiveness modifier , antioxidant, ultraviolet absorbing agent additive. Global PVB Film key players include Eastman Chemical, Sekisui Chemicals, Kuraray, etc. Global top three manufacturers hold a share over 60%. China is the largest market, with a share about 30%, followed by Europe, and North America, both have a share over 50 percent. In terms of product, Standard Film is the largest segment, with a share over 85%. And in terms of application, the largest application is Automotive, followed by Architectural, Photovoltaic Glass, etc.

The global PVB Film market size was estimated at USD 2734.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 3.60% during the forecast period.

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

Global 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 Chemical
Sekisui Chemicals
Kuraray
EVERLAM
ChangChun Group
Kingboard Chemical Holdings
Huakai Plastic
Zhejiang Decent Plastic
Rehone Plastic
Tanshan Jichang New Material
Wuhan Honghui New Material
Weifang Liyang New Material

Market Segmentation (by Type)

Standard Film
High Performance Film

Market Segmentation (by Application)

Automotive
Architectural
Photovoltaic Glass
Others

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 PVB Film Market
Overview of the regional outlook of the 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 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 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

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of PVB Film

1.2 Key Market Segments

1.2.1 PVB Film Segment by Type

1.2.2 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 PVB FILM MARKET OVERVIEW

2.1 Global Market Overview

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

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

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 PVB FILM MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global PVB Film Product Life Cycle

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

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

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

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

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

3.8 PVB Film Market Competitive Situation and Trends

3.8.1 PVB Film Market Concentration Rate

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

3.8.3 Mergers & Acquisitions, Expansion

4 PVB FILM INDUSTRY CHAIN ANALYSIS

- 4.1 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 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 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 PVB Film Market
- 5.7 ESG Ratings of Leading Companies

6 PVB FILM MARKET SEGMENTATION BY TYPE

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

7 PVB FILM MARKET SEGMENTATION BY APPLICATION

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

8 PVB FILM MARKET SALES BY REGION

8.1 Global PVB Film Sales by Region

8.1.1 Global PVB Film Sales by Region

8.1.2 Global PVB Film Sales Market Share by Region

8.2 Global PVB Film Market Size by Region

8.2.1 Global PVB Film Market Size by Region

8.2.2 Global PVB Film Market Size by Region

8.3 North America

8.3.1 North America PVB Film Sales by Country

8.3.2 North America 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 PVB Film Sales by Country

8.4.2 Europe 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 PVB Film Sales by Region

8.5.2 Asia Pacific 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 PVB Film Sales by Country

8.6.2 South America 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 PVB Film Sales by Region

8.7.2 Middle East and Africa 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 PVB FILM MARKET PRODUCTION BY REGION

9.1 Global Production of PVB Film by Region(2020-2025)

9.2 Global PVB Film Revenue Market Share by Region (2020-2025)

9.3 Global PVB Film Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America PVB Film Production

9.4.1 North America PVB Film Production Growth Rate (2020-2025)

9.4.2 North America PVB Film Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe PVB Film Production

9.5.1 Europe PVB Film Production Growth Rate (2020-2025)

9.5.2 Europe PVB Film Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan PVB Film Production (2020-2025)

9.6.1 Japan PVB Film Production Growth Rate (2020-2025)

9.6.2 Japan PVB Film Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China PVB Film Production (2020-2025)

9.7.1 China PVB Film Production Growth Rate (2020-2025)

9.7.2 China PVB Film 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 PVB Film Product Overview

10.1.3 Eastman Chemical PVB Film 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 Sekisui Chemicals

10.2.1 Sekisui Chemicals Basic Information

10.2.2 Sekisui Chemicals PVB Film Product Overview

10.2.3 Sekisui Chemicals PVB Film Product Market Performance

- 10.2.4 Sekisui Chemicals Business Overview
- 10.2.5 Sekisui Chemicals SWOT Analysis
- 10.2.6 Sekisui Chemicals Recent Developments
- 10.3 Kuraray
 - 10.3.1 Kuraray Basic Information
 - 10.3.2 Kuraray PVB Film Product Overview
 - 10.3.3 Kuraray 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 EVERLAM
 - 10.4.1 EVERLAM Basic Information
 - 10.4.2 EVERLAM PVB Film Product Overview
 - 10.4.3 EVERLAM PVB Film Product Market Performance
 - 10.4.4 EVERLAM Business Overview
 - 10.4.5 EVERLAM Recent Developments
- 10.5 ChangChun Group
 - 10.5.1 ChangChun Group Basic Information
 - 10.5.2 ChangChun Group PVB Film Product Overview
 - 10.5.3 ChangChun Group 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 PVB Film Product Overview
 - 10.6.3 Kingboard Chemical Holdings PVB Film Product Market Performance
 - 10.6.4 Kingboard Chemical Holdings Business Overview
 - 10.6.5 Kingboard Chemical Holdings Recent Developments
- 10.7 Huakai Plastic
 - 10.7.1 Huakai Plastic Basic Information
 - 10.7.2 Huakai Plastic PVB Film Product Overview
 - 10.7.3 Huakai Plastic PVB Film Product Market Performance
 - 10.7.4 Huakai Plastic Business Overview
 - 10.7.5 Huakai Plastic Recent Developments
- 10.8 Zhejiang Decent Plastic
 - 10.8.1 Zhejiang Decent Plastic Basic Information
 - 10.8.2 Zhejiang Decent Plastic PVB Film Product Overview
 - 10.8.3 Zhejiang Decent Plastic PVB Film Product Market Performance
 - 10.8.4 Zhejiang Decent Plastic Business Overview

- 10.8.5 Zhejiang Decent Plastic Recent Developments
- 10.9 Rehone Plastic
 - 10.9.1 Rehone Plastic Basic Information
 - 10.9.2 Rehone Plastic PVB Film Product Overview
 - 10.9.3 Rehone Plastic PVB Film Product Market Performance
 - 10.9.4 Rehone Plastic Business Overview
 - 10.9.5 Rehone Plastic Recent Developments
- 10.10 Tanshan Jichang New Material
 - 10.10.1 Tanshan Jichang New Material Basic Information
 - 10.10.2 Tanshan Jichang New Material PVB Film Product Overview
 - 10.10.3 Tanshan Jichang New Material PVB Film Product Market Performance
 - 10.10.4 Tanshan Jichang New Material Business Overview
 - 10.10.5 Tanshan Jichang New Material Recent Developments
- 10.11 Wuhan Honghui New Material
 - 10.11.1 Wuhan Honghui New Material Basic Information
 - 10.11.2 Wuhan Honghui New Material PVB Film Product Overview
 - 10.11.3 Wuhan Honghui New Material PVB Film Product Market Performance
 - 10.11.4 Wuhan Honghui New Material Business Overview
 - 10.11.5 Wuhan Honghui New Material Recent Developments
- 10.12 Weifang Liyang New Material
 - 10.12.1 Weifang Liyang New Material Basic Information
 - 10.12.2 Weifang Liyang New Material PVB Film Product Overview
 - 10.12.3 Weifang Liyang New Material PVB Film Product Market Performance
 - 10.12.4 Weifang Liyang New Material Business Overview
 - 10.12.5 Weifang Liyang New Material Recent Developments

11 PVB FILM MARKET FORECAST BY REGION

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

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

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

- 12.1.1 Global Forecasted Sales of PVB Film by Type (2026-2035)
- 12.1.2 Global PVB Film Market Size Forecast by Type (2026-2035)
- 12.1.3 Global Forecasted Price of PVB Film by Type (2026-2035)
- 12.2 Global PVB Film Market Forecast by Application (2026-2035)
 - 12.2.1 Global PVB Film Sales (K MT) Forecast by Application
 - 12.2.2 Global 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 PVB Film Market Size by Type (M USD)
Table 4. Global PVB Film Market Size by Application
Table 5. PVB Film Market Size Comparison by Region (M USD)
Table 6. Global PVB Film Sales (K MT) by Manufacturers (2020-2025)
Table 7. Global PVB Film Sales Market Share by Manufacturers (2020-2025)
Table 8. Global PVB Film Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global PVB Film Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in PVB Film as of 2025)
Table 11. Global Market 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 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. 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 PVB Film Sales by Type (K MT)
Table 27. Global PVB Film Market Size by Type (M USD)
Table 28. Global PVB Film Sales (K MT) by Type (2020-2025)
Table 29. Global PVB Film Sales Market Share by Type (2020-2025)
Table 30. Global PVB Film Market Size (M USD) by Type (2020-2025)
Table 31. Global PVB Film Market Share by Type (2020-2025)
Table 32. Global PVB Film Price (USD/KG) by Type (2020-2025)

Table 33. Global PVB Film Sales (K MT) by Application
Table 34. Global PVB Film Market Size by Application
Table 35. Global PVB Film Sales by Application (2020-2025) & (K MT)
Table 36. Global PVB Film Sales Market Share by Application (2020-2025)
Table 37. Global PVB Film Market Size by Application (2020-2025) & (M USD)
Table 38. Global PVB Film Market Share by Application (2020-2025)
Table 39. Global PVB Film Sales Growth Rate by Application (2020-2025)
Table 40. Global PVB Film Sales by Region (2020-2025) & (K MT)
Table 41. Global PVB Film Sales Market Share by Region (2020-2025)
Table 42. Global PVB Film Market Size by Region (2020-2025) & (M USD)
Table 43. Global PVB Film Market Size by Region (2020-2025)
Table 44. North America PVB Film Sales by Country (2020-2025) & (K MT)
Table 45. North America PVB Film Market Size by Country (2020-2025) & (M USD)
Table 46. Europe PVB Film Sales by Country (2020-2025) & (K MT)
Table 47. Europe PVB Film Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific PVB Film Sales by Region (2020-2025) & (K MT)
Table 49. Asia Pacific PVB Film Market Size by Region (2020-2025) & (M USD)
Table 50. South America PVB Film Sales by Country (2020-2025) & (K MT)
Table 51. South America PVB Film Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa PVB Film Sales by Region (2020-2025) & (K MT)
Table 53. Middle East and Africa PVB Film Market Size by Region (2020-2025) & (M USD)
Table 54. Global PVB Film Production (K MT) by Region(2020-2025)
Table 55. Global PVB Film Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global PVB Film Revenue Market Share by Region (2020-2025)
Table 57. Global PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 58. North America PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 59. Europe PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 60. Japan PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 61. China PVB Film Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 62. Eastman Chemical Basic Information
Table 63. Eastman Chemical PVB Film Product Overview
Table 64. Eastman Chemical PVB Film 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. Sekisui Chemicals Basic Information
Table 69. Sekisui Chemicals PVB Film Product Overview
Table 70. Sekisui Chemicals PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 71. Sekisui Chemicals Business Overview
Table 72. Sekisui Chemicals SWOT Analysis
Table 73. Sekisui Chemicals Recent Developments
Table 74. Kuraray Basic Information
Table 75. Kuraray PVB Film Product Overview
Table 76. Kuraray 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. EVERLAM Basic Information
Table 81. EVERLAM PVB Film Product Overview
Table 82. EVERLAM PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 83. EVERLAM Business Overview
Table 84. EVERLAM Recent Developments
Table 85. ChangChun Group Basic Information
Table 86. ChangChun Group PVB Film Product Overview
Table 87. ChangChun Group 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 PVB Film Product Overview
Table 92. Kingboard Chemical Holdings 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. Huakai Plastic Basic Information
Table 96. Huakai Plastic PVB Film Product Overview
Table 97. Huakai Plastic PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 98. Huakai Plastic Business Overview
Table 99. Huakai Plastic Recent Developments
Table 100. Zhejiang Decent Plastic Basic Information
Table 101. Zhejiang Decent Plastic PVB Film Product Overview
Table 102. Zhejiang Decent Plastic PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 103. Zhejiang Decent Plastic Business Overview
Table 104. Zhejiang Decent Plastic Recent Developments
Table 105. Rehone Plastic Basic Information
Table 106. Rehone Plastic PVB Film Product Overview
Table 107. Rehone Plastic PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 108. Rehone Plastic Business Overview
Table 109. Rehone Plastic Recent Developments
Table 110. Tanshan Jichang New Material Basic Information
Table 111. Tanshan Jichang New Material PVB Film Product Overview
Table 112. Tanshan Jichang New Material PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 113. Tanshan Jichang New Material Business Overview
Table 114. Tanshan Jichang New Material Recent Developments
Table 115. Wuhan Honghui New Material Basic Information
Table 116. Wuhan Honghui New Material PVB Film Product Overview
Table 117. Wuhan Honghui New Material PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 118. Wuhan Honghui New Material Business Overview
Table 119. Wuhan Honghui New Material Recent Developments
Table 120. Weifang Liyang New Material Basic Information
Table 121. Weifang Liyang New Material PVB Film Product Overview
Table 122. Weifang Liyang New Material PVB Film Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
Table 123. Weifang Liyang New Material Business Overview
Table 124. Weifang Liyang New Material Recent Developments
Table 125. Global PVB Film Sales Forecast by Region (2026-2035) & (K MT)
Table 126. Global PVB Film Market Size Forecast by Region (2026-2035) & (M USD)
Table 127. North America PVB Film Sales Forecast by Country (2026-2035) & (K MT)
Table 128. North America PVB Film Market Size Forecast by Country (2026-2035) & (M USD)
Table 129. Europe PVB Film Sales Forecast by Country (2026-2035) & (K MT)
Table 130. Europe PVB Film Market Size Forecast by Country (2026-2035) & (M USD)

Table 131. Asia Pacific PVB Film Sales Forecast by Region (2026-2035) & (K MT)

Table 132. Asia Pacific PVB Film Market Size Forecast by Region (2026-2035) & (M USD)

Table 133. South America PVB Film Sales Forecast by Country (2026-2035) & (K MT)

Table 134. South America PVB Film Market Size Forecast by Country (2026-2035) & (M USD)

Table 135. Middle East and Africa PVB Film Sales Forecast by Country (2026-2035) & (Units)

Table 136. Middle East and Africa PVB Film Market Size Forecast by Country (2026-2035) & (M USD)

Table 137. Global PVB Film Sales Forecast by Type (2026-2035) & (K MT)

Table 138. Global PVB Film Market Size Forecast by Type (2026-2035) & (M USD)

Table 139. Global PVB Film Price Forecast by Type (2026-2035) & (USD/KG)

Table 140. Global PVB Film Sales (K MT) Forecast by Application (2026-2035)

Table 141. Global PVB Film Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of PVB Film
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global PVB Film Market Size (M USD), 2025-2035
- Figure 5. Global PVB Film Market Size (M USD) (2020-2035)
- Figure 6. Global 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. PVB Film Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global PVB Film Product Life Cycle
- Figure 13. PVB Film Sales Share by Manufacturers in 2025
- Figure 14. Global PVB Film Revenue Share by Manufacturers in 2025
- Figure 15. PVB Film Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market PVB Film Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by PVB Film Revenue in 2025
- Figure 18. Industry Chain Map of PVB Film
- Figure 19. Global PVB Film Market PEST Analysis
- Figure 20. Global 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 PVB Film Market Share by Type
- Figure 27. Sales Market Share of PVB Film by Type (2020-2025)
- Figure 28. Sales Market Share of PVB Film by Type in 2025
- Figure 29. Market Share of PVB Film by Type (2020-2025)
- Figure 30. Market Share of PVB Film by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global PVB Film Market Share by Application
- Figure 33. Global PVB Film Sales Market Share by Application (2020-2025)

- Figure 34. Global PVB Film Sales Market Share by Application in 2025
- Figure 35. Global PVB Film Market Share by Application (2020-2025)
- Figure 36. Global PVB Film Market Share by Application in 2025
- Figure 37. Global PVB Film Sales Growth Rate by Application (2020-2025)
- Figure 38. Global PVB Film Sales Market Share by Region (2020-2025)
- Figure 39. Global PVB Film Market Size by Region (2020-2025)
- Figure 40. North America PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America PVB Film Sales Market Share by Country in 2024
- Figure 43. North America PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America PVB Film Market Size by Country in 2024
- Figure 45. U.S. PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada PVB Film Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada PVB Film Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico PVB Film Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico PVB Film Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe PVB Film Sales Market Share by Country in 2024
- Figure 53. Europe PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe PVB Film Market Size by Country in 2024
- Figure 55. Germany PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific PVB Film Sales and Growth Rate (K MT)
- Figure 66. Asia Pacific PVB Film Sales Market Share by Region in 2024
- Figure 67. Asia Pacific PVB Film Market Size by Region in 2024
- Figure 68. China PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 69. China PVB Film Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan PVB Film Sales and Growth Rate (2020-2025) & (K MT)
- Figure 71. Japan PVB Film Market Size and Growth Rate (2020-2025) & (M USD)

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

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

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

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

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

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

Figure 78. South America PVB Film Sales and Growth Rate (K MT)

Figure 79. South America PVB Film Sales Market Share by Country in 2024

Figure 80. South America PVB Film Market Size and Growth Rate (M USD)

Figure 81. South America PVB Film Market Size by Country in 2024

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

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

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

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

Figure 86. Columbia PVB Film Sales and Growth Rate (2020-2025) & (K MT)

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

Figure 88. Middle East and Africa PVB Film Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa PVB Film Sales Market Share by Region in 2024

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

Figure 91. Middle East and Africa PVB Film Market Size by Region in 2024

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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