

# Global Thermoplastic Polyurethane (TPU) Market Research Report 2026(Status and Outlook)

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## Abstracts

Thermoplastic polyurethane (TPU) is any of a class of polyurethane plastics with many properties, including elasticity, transparency, and resistance to oil, grease and abrasion. Technically, they are thermoplastic elastomers consisting of linear segmented block copolymers composed of hard and soft segments. The Thermoplastic Polyurethanes (TPU) market covers Polyester-based TPU, Polyether-based TPU, etc. The typical players include Lubrizol, BASF, Covestro, Wanhua Chemical, etc. Global core thermoplastic polyurethanes (TPU) manufacturers include Lubrizol, BASF, Covestro etc. The top 5 companies hold a share about 70%. Asia-Pacific is the largest market, with a share about 58%, followed by Europe and North America with the share abo

The global Thermoplastic Polyurethane (TPU) market size was estimated at USD 3424.0 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 Thermoplastic Polyurethane (TPU) 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

Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU) market.

### **Global Thermoplastic Polyurethane (TPU) 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**

BASF  
Huntsman  
Lubrizol  
Wanhua  
Covestro  
Huafeng  
Bangtai Polymeric New-materials  
Sumei Chemical

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

Aromatic TPU  
Aliphatic TPU

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

TPU Pipe  
TPU Film  
Shoes

## **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 Thermoplastic Polyurethane (TPU) Market  
Overview of the regional outlook of the Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU), 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 Thermoplastic Polyurethane (TPU)

#### 1.2 Key Market Segments

##### 1.2.1 Thermoplastic Polyurethane (TPU) Segment by Type

##### 1.2.2 Thermoplastic Polyurethane (TPU) 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 THERMOPLASTIC POLYURETHANE (TPU) MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Thermoplastic Polyurethane (TPU) Market Size (M USD) Estimates and Forecasts (2020-2035)

##### 2.1.2 Global Thermoplastic Polyurethane (TPU) Sales Estimates and Forecasts (2020-2035)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

### **3 THERMOPLASTIC POLYURETHANE (TPU) MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Company Assessment Quadrant

#### 3.2 Global Thermoplastic Polyurethane (TPU) Product Life Cycle

#### 3.3 Global Thermoplastic Polyurethane (TPU) Sales by Manufacturers (2020-2025)

#### 3.4 Global Thermoplastic Polyurethane (TPU) Revenue Market Share by Manufacturers (2020-2025)

#### 3.5 Thermoplastic Polyurethane (TPU) Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.6 Global Thermoplastic Polyurethane (TPU) Average Price by Manufacturers (2020-2025)

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

#### 3.8 Thermoplastic Polyurethane (TPU) Market Competitive Situation and Trends

- 3.8.1 Thermoplastic Polyurethane (TPU) Market Concentration Rate
- 3.8.2 Global 5 and 10 Largest Thermoplastic Polyurethane (TPU) Players Market Share by Revenue
- 3.8.3 Mergers & Acquisitions, Expansion

## **4 THERMOPLASTIC POLYURETHANE (TPU) INDUSTRY CHAIN ANALYSIS**

- 4.1 Thermoplastic Polyurethane (TPU) 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 THERMOPLASTIC POLYURETHANE (TPU) 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 Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU) Market
- 5.7 ESG Ratings of Leading Companies

## **6 THERMOPLASTIC POLYURETHANE (TPU) MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Thermoplastic Polyurethane (TPU) Sales Market Share by Type (2020-2025)

6.3 Global Thermoplastic Polyurethane (TPU) Market Size by Type (2020-2025)

6.4 Global Thermoplastic Polyurethane (TPU) Price by Type (2020-2025)

## **7 THERMOPLASTIC POLYURETHANE (TPU) MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Thermoplastic Polyurethane (TPU) Market Sales by Application (2020-2025)

7.3 Global Thermoplastic Polyurethane (TPU) Market Size (M USD) by Application (2020-2025)

7.4 Global Thermoplastic Polyurethane (TPU) Sales Growth Rate by Application (2020-2025)

## **8 THERMOPLASTIC POLYURETHANE (TPU) MARKET SALES BY REGION**

8.1 Global Thermoplastic Polyurethane (TPU) Sales by Region

8.1.1 Global Thermoplastic Polyurethane (TPU) Sales by Region

8.1.2 Global Thermoplastic Polyurethane (TPU) Sales Market Share by Region

8.2 Global Thermoplastic Polyurethane (TPU) Market Size by Region

8.2.1 Global Thermoplastic Polyurethane (TPU) Market Size by Region

8.2.2 Global Thermoplastic Polyurethane (TPU) Market Size by Region

8.3 North America

8.3.1 North America Thermoplastic Polyurethane (TPU) Sales by Country

8.3.2 North America Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU) Sales by Country

8.4.2 Europe Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU) Sales by Region

8.5.2 Asia Pacific Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU) Sales by Country
  - 8.6.2 South America Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU) Sales by Region
  - 8.7.2 Middle East and Africa Thermoplastic Polyurethane (TPU) 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 THERMOPLASTIC POLYURETHANE (TPU) MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Thermoplastic Polyurethane (TPU) by Region(2020-2025)
- 9.2 Global Thermoplastic Polyurethane (TPU) Revenue Market Share by Region (2020-2025)
- 9.3 Global Thermoplastic Polyurethane (TPU) Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Thermoplastic Polyurethane (TPU) Production
  - 9.4.1 North America Thermoplastic Polyurethane (TPU) Production Growth Rate (2020-2025)
  - 9.4.2 North America Thermoplastic Polyurethane (TPU) Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Thermoplastic Polyurethane (TPU) Production
  - 9.5.1 Europe Thermoplastic Polyurethane (TPU) Production Growth Rate (2020-2025)
  - 9.5.2 Europe Thermoplastic Polyurethane (TPU) Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Thermoplastic Polyurethane (TPU) Production (2020-2025)
  - 9.6.1 Japan Thermoplastic Polyurethane (TPU) Production Growth Rate (2020-2025)
  - 9.6.2 Japan Thermoplastic Polyurethane (TPU) Production, Revenue, Price and Gross

Margin (2020-2025)

9.7 China Thermoplastic Polyurethane (TPU) Production (2020-2025)

9.7.1 China Thermoplastic Polyurethane (TPU) Production Growth Rate (2020-2025)

9.7.2 China Thermoplastic Polyurethane (TPU) Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

### **10.1 BASF**

10.1.1 BASF Basic Information

10.1.2 BASF Thermoplastic Polyurethane (TPU) Product Overview

10.1.3 BASF Thermoplastic Polyurethane (TPU) Product Market Performance

10.1.4 BASF Business Overview

10.1.5 BASF SWOT Analysis

10.1.6 BASF Recent Developments

### **10.2 Huntsman**

10.2.1 Huntsman Basic Information

10.2.2 Huntsman Thermoplastic Polyurethane (TPU) Product Overview

10.2.3 Huntsman Thermoplastic Polyurethane (TPU) Product Market Performance

10.2.4 Huntsman Business Overview

10.2.5 Huntsman SWOT Analysis

10.2.6 Huntsman Recent Developments

### **10.3 Lubrizol**

10.3.1 Lubrizol Basic Information

10.3.2 Lubrizol Thermoplastic Polyurethane (TPU) Product Overview

10.3.3 Lubrizol Thermoplastic Polyurethane (TPU) Product Market Performance

10.3.4 Lubrizol Business Overview

10.3.5 Lubrizol SWOT Analysis

10.3.6 Lubrizol Recent Developments

### **10.4 Wanhua**

10.4.1 Wanhua Basic Information

10.4.2 Wanhua Thermoplastic Polyurethane (TPU) Product Overview

10.4.3 Wanhua Thermoplastic Polyurethane (TPU) Product Market Performance

10.4.4 Wanhua Business Overview

10.4.5 Wanhua Recent Developments

### **10.5 Covestro**

10.5.1 Covestro Basic Information

10.5.2 Covestro Thermoplastic Polyurethane (TPU) Product Overview

10.5.3 Covestro Thermoplastic Polyurethane (TPU) Product Market Performance

- 10.5.4 Covestro Business Overview
- 10.5.5 Covestro Recent Developments
- 10.6 Huafeng
  - 10.6.1 Huafeng Basic Information
  - 10.6.2 Huafeng Thermoplastic Polyurethane (TPU) Product Overview
  - 10.6.3 Huafeng Thermoplastic Polyurethane (TPU) Product Market Performance
  - 10.6.4 Huafeng Business Overview
  - 10.6.5 Huafeng Recent Developments
- 10.7 Bangtai Polymeric New-materials
  - 10.7.1 Bangtai Polymeric New-materials Basic Information
  - 10.7.2 Bangtai Polymeric New-materials Thermoplastic Polyurethane (TPU) Product Overview
  - 10.7.3 Bangtai Polymeric New-materials Thermoplastic Polyurethane (TPU) Product Market Performance
  - 10.7.4 Bangtai Polymeric New-materials Business Overview
  - 10.7.5 Bangtai Polymeric New-materials Recent Developments
- 10.8 Sumei Chemical
  - 10.8.1 Sumei Chemical Basic Information
  - 10.8.2 Sumei Chemical Thermoplastic Polyurethane (TPU) Product Overview
  - 10.8.3 Sumei Chemical Thermoplastic Polyurethane (TPU) Product Market Performance
  - 10.8.4 Sumei Chemical Business Overview
  - 10.8.5 Sumei Chemical Recent Developments

## **11 THERMOPLASTIC POLYURETHANE (TPU) MARKET FORECAST BY REGION**

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

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

- 12.1 Global Thermoplastic Polyurethane (TPU) Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Thermoplastic Polyurethane (TPU) by Type (2026-2035)

12.1.2 Global Thermoplastic Polyurethane (TPU) Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Thermoplastic Polyurethane (TPU) by Type (2026-2035)

12.2 Global Thermoplastic Polyurethane (TPU) Market Forecast by Application (2026-2035)

12.2.1 Global Thermoplastic Polyurethane (TPU) Sales (K MT) Forecast by Application

12.2.2 Global Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU) Market Size by Type (M USD)

Table 4. Global Thermoplastic Polyurethane (TPU) Market Size by Application

Table 5. Thermoplastic Polyurethane (TPU) Market Size Comparison by Region (M USD)

Table 6. Global Thermoplastic Polyurethane (TPU) Sales (K MT) by Manufacturers (2020-2025)

Table 7. Global Thermoplastic Polyurethane (TPU) Sales Market Share by Manufacturers (2020-2025)

Table 8. Global Thermoplastic Polyurethane (TPU) Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global Thermoplastic Polyurethane (TPU) Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Thermoplastic Polyurethane (TPU) as of 2025)

Table 11. Global Market Thermoplastic Polyurethane (TPU) Average Price (USD/KG) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Thermoplastic Polyurethane (TPU) 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. Thermoplastic Polyurethane (TPU) 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 Thermoplastic Polyurethane (TPU) Sales by Type (K MT)

Table 27. Global Thermoplastic Polyurethane (TPU) Market Size by Type (M USD)

Table 28. Global Thermoplastic Polyurethane (TPU) Sales (K MT) by Type (2020-2025)

Table 29. Global Thermoplastic Polyurethane (TPU) Sales Market Share by Type (2020-2025)

Table 30. Global Thermoplastic Polyurethane (TPU) Market Size (M USD) by Type (2020-2025)

Table 31. Global Thermoplastic Polyurethane (TPU) Market Share by Type (2020-2025)

Table 32. Global Thermoplastic Polyurethane (TPU) Price (USD/KG) by Type (2020-2025)

Table 33. Global Thermoplastic Polyurethane (TPU) Sales (K MT) by Application

Table 34. Global Thermoplastic Polyurethane (TPU) Market Size by Application

Table 35. Global Thermoplastic Polyurethane (TPU) Sales by Application (2020-2025) & (K MT)

Table 36. Global Thermoplastic Polyurethane (TPU) Sales Market Share by Application (2020-2025)

Table 37. Global Thermoplastic Polyurethane (TPU) Market Size by Application (2020-2025) & (M USD)

Table 38. Global Thermoplastic Polyurethane (TPU) Market Share by Application (2020-2025)

Table 39. Global Thermoplastic Polyurethane (TPU) Sales Growth Rate by Application (2020-2025)

Table 40. Global Thermoplastic Polyurethane (TPU) Sales by Region (2020-2025) & (K MT)

Table 41. Global Thermoplastic Polyurethane (TPU) Sales Market Share by Region (2020-2025)

Table 42. Global Thermoplastic Polyurethane (TPU) Market Size by Region (2020-2025) & (M USD)

Table 43. Global Thermoplastic Polyurethane (TPU) Market Size by Region (2020-2025)

Table 44. North America Thermoplastic Polyurethane (TPU) Sales by Country (2020-2025) & (K MT)

Table 45. North America Thermoplastic Polyurethane (TPU) Market Size by Country (2020-2025) & (M USD)

Table 46. Europe Thermoplastic Polyurethane (TPU) Sales by Country (2020-2025) & (K MT)

Table 47. Europe Thermoplastic Polyurethane (TPU) Market Size by Country (2020-2025) & (M USD)

Table 48. Asia Pacific Thermoplastic Polyurethane (TPU) Sales by Region (2020-2025) & (K MT)

Table 49. Asia Pacific Thermoplastic Polyurethane (TPU) Market Size by Region (2020-2025) & (M USD)

Table 50. South America Thermoplastic Polyurethane (TPU) Sales by Country (2020-2025) & (K MT)

Table 51. South America Thermoplastic Polyurethane (TPU) Market Size by Country (2020-2025) & (M USD)

Table 52. Middle East and Africa Thermoplastic Polyurethane (TPU) Sales by Region (2020-2025) & (K MT)

Table 53. Middle East and Africa Thermoplastic Polyurethane (TPU) Market Size by Region (2020-2025) & (M USD)

Table 54. Global Thermoplastic Polyurethane (TPU) Production (K MT) by Region(2020-2025)

Table 55. Global Thermoplastic Polyurethane (TPU) Revenue (US\$ Million) by Region (2020-2025)

Table 56. Global Thermoplastic Polyurethane (TPU) Revenue Market Share by Region (2020-2025)

Table 57. Global Thermoplastic Polyurethane (TPU) Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 58. North America Thermoplastic Polyurethane (TPU) Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 59. Europe Thermoplastic Polyurethane (TPU) Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 60. Japan Thermoplastic Polyurethane (TPU) Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 61. China Thermoplastic Polyurethane (TPU) Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

Table 62. BASF Basic Information

Table 63. BASF Thermoplastic Polyurethane (TPU) Product Overview

Table 64. BASF Thermoplastic Polyurethane (TPU) Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 65. BASF Business Overview

Table 66. BASF SWOT Analysis

Table 67. BASF Recent Developments

Table 68. Huntsman Basic Information

Table 69. Huntsman Thermoplastic Polyurethane (TPU) Product Overview

Table 70. Huntsman Thermoplastic Polyurethane (TPU) Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 71. Huntsman Business Overview

Table 72. Huntsman SWOT Analysis

|                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Table 73. Huntsman Recent Developments                                                                                                                |
| Table 74. Lubrizol Basic Information                                                                                                                  |
| Table 75. Lubrizol Thermoplastic Polyurethane (TPU) Product Overview                                                                                  |
| Table 76. Lubrizol Thermoplastic Polyurethane (TPU) Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)                        |
| Table 77. Lubrizol Business Overview                                                                                                                  |
| Table 78. Lubrizol SWOT Analysis                                                                                                                      |
| Table 79. Lubrizol Recent Developments                                                                                                                |
| Table 80. Wanhua Basic Information                                                                                                                    |
| Table 81. Wanhua Thermoplastic Polyurethane (TPU) Product Overview                                                                                    |
| Table 82. Wanhua Thermoplastic Polyurethane (TPU) Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)                          |
| Table 83. Wanhua Business Overview                                                                                                                    |
| Table 84. Wanhua Recent Developments                                                                                                                  |
| Table 85. Covestro Basic Information                                                                                                                  |
| Table 86. Covestro Thermoplastic Polyurethane (TPU) Product Overview                                                                                  |
| Table 87. Covestro Thermoplastic Polyurethane (TPU) Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)                        |
| Table 88. Covestro Business Overview                                                                                                                  |
| Table 89. Covestro Recent Developments                                                                                                                |
| Table 90. Huafeng Basic Information                                                                                                                   |
| Table 91. Huafeng Thermoplastic Polyurethane (TPU) Product Overview                                                                                   |
| Table 92. Huafeng Thermoplastic Polyurethane (TPU) Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)                         |
| Table 93. Huafeng Business Overview                                                                                                                   |
| Table 94. Huafeng Recent Developments                                                                                                                 |
| Table 95. Bangtai Polymeric New-materials Basic Information                                                                                           |
| Table 96. Bangtai Polymeric New-materials Thermoplastic Polyurethane (TPU) Product Overview                                                           |
| Table 97. Bangtai Polymeric New-materials Thermoplastic Polyurethane (TPU) Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025) |
| Table 98. Bangtai Polymeric New-materials Business Overview                                                                                           |
| Table 99. Bangtai Polymeric New-materials Recent Developments                                                                                         |
| Table 100. Sumei Chemical Basic Information                                                                                                           |
| Table 101. Sumei Chemical Thermoplastic Polyurethane (TPU) Product Overview                                                                           |
| Table 102. Sumei Chemical Thermoplastic Polyurethane (TPU) Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)                 |
| Table 103. Sumei Chemical Business Overview                                                                                                           |
| Table 104. Sumei Chemical Recent Developments                                                                                                         |

Table 105. Global Thermoplastic Polyurethane (TPU) Sales Forecast by Region (2026-2035) & (K MT)

Table 106. Global Thermoplastic Polyurethane (TPU) Market Size Forecast by Region (2026-2035) & (M USD)

Table 107. North America Thermoplastic Polyurethane (TPU) Sales Forecast by Country (2026-2035) & (K MT)

Table 108. North America Thermoplastic Polyurethane (TPU) Market Size Forecast by Country (2026-2035) & (M USD)

Table 109. Europe Thermoplastic Polyurethane (TPU) Sales Forecast by Country (2026-2035) & (K MT)

Table 110. Europe Thermoplastic Polyurethane (TPU) Market Size Forecast by Country (2026-2035) & (M USD)

Table 111. Asia Pacific Thermoplastic Polyurethane (TPU) Sales Forecast by Region (2026-2035) & (K MT)

Table 112. Asia Pacific Thermoplastic Polyurethane (TPU) Market Size Forecast by Region (2026-2035) & (M USD)

Table 113. South America Thermoplastic Polyurethane (TPU) Sales Forecast by Country (2026-2035) & (K MT)

Table 114. South America Thermoplastic Polyurethane (TPU) Market Size Forecast by Country (2026-2035) & (M USD)

Table 115. Middle East and Africa Thermoplastic Polyurethane (TPU) Sales Forecast by Country (2026-2035) & (Units)

Table 116. Middle East and Africa Thermoplastic Polyurethane (TPU) Market Size Forecast by Country (2026-2035) & (M USD)

Table 117. Global Thermoplastic Polyurethane (TPU) Sales Forecast by Type (2026-2035) & (K MT)

Table 118. Global Thermoplastic Polyurethane (TPU) Market Size Forecast by Type (2026-2035) & (M USD)

Table 119. Global Thermoplastic Polyurethane (TPU) Price Forecast by Type (2026-2035) & (USD/KG)

Table 120. Global Thermoplastic Polyurethane (TPU) Sales (K MT) Forecast by Application (2026-2035)

Table 121. Global Thermoplastic Polyurethane (TPU) Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

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

- Figure 30. Market Share of Thermoplastic Polyurethane (TPU) by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Thermoplastic Polyurethane (TPU) Market Share by Application
- Figure 33. Global Thermoplastic Polyurethane (TPU) Sales Market Share by Application (2020-2025)
- Figure 34. Global Thermoplastic Polyurethane (TPU) Sales Market Share by Application in 2025
- Figure 35. Global Thermoplastic Polyurethane (TPU) Market Share by Application (2020-2025)
- Figure 36. Global Thermoplastic Polyurethane (TPU) Market Share by Application in 2025
- Figure 37. Global Thermoplastic Polyurethane (TPU) Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Thermoplastic Polyurethane (TPU) Sales Market Share by Region (2020-2025)
- Figure 39. Global Thermoplastic Polyurethane (TPU) Market Size by Region (2020-2025)
- Figure 40. North America Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Thermoplastic Polyurethane (TPU) Sales Market Share by Country in 2024
- Figure 43. North America Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Thermoplastic Polyurethane (TPU) Market Size by Country in 2024
- Figure 45. U.S. Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Thermoplastic Polyurethane (TPU) Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Thermoplastic Polyurethane (TPU) Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Thermoplastic Polyurethane (TPU) Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Thermoplastic Polyurethane (TPU) Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Thermoplastic Polyurethane (TPU) Sales Market Share by Country in 2024

Figure 53. Europe Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Thermoplastic Polyurethane (TPU) Market Size by Country in 2024

Figure 55. Germany Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Thermoplastic Polyurethane (TPU) Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Thermoplastic Polyurethane (TPU) Sales Market Share by Region in 2024

Figure 67. Asia Pacific Thermoplastic Polyurethane (TPU) Market Size by Region in 2024

Figure 68. China Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Thermoplastic Polyurethane (TPU) Sales and Growth Rate (K MT)

Figure 79. South America Thermoplastic Polyurethane (TPU) Sales Market Share by Country in 2024

Figure 80. South America Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (M USD)

Figure 81. South America Thermoplastic Polyurethane (TPU) Market Size by Country in 2024

Figure 82. Brazil Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Thermoplastic Polyurethane (TPU) Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Thermoplastic Polyurethane (TPU) Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Thermoplastic Polyurethane (TPU) Market Size and

Growth Rate (M USD)

Figure 91. Middle East and Africa Thermoplastic Polyurethane (TPU) Market Size by Region in 2024

Figure 92. Saudi Arabia Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Thermoplastic Polyurethane (TPU) Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Thermoplastic Polyurethane (TPU) Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Thermoplastic Polyurethane (TPU) Production Market Share by Region (2020-2025)

Figure 103. North America Thermoplastic Polyurethane (TPU) Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Thermoplastic Polyurethane (TPU) Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Thermoplastic Polyurethane (TPU) Production (K MT) Growth Rate (2020-2025)

Figure 106. China Thermoplastic Polyurethane (TPU) Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Thermoplastic Polyurethane (TPU) Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Thermoplastic Polyurethane (TPU) Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Thermoplastic Polyurethane (TPU) Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Thermoplastic Polyurethane (TPU) Market Share Forecast by Type (2026-2035)

Figure 111. Global Thermoplastic Polyurethane (TPU) Sales Forecast by Application (2026-2035)

Figure 112. Global Thermoplastic Polyurethane (TPU) Market Share Forecast by Application (2026-2035)

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