

# Global Povidone (PVP) Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/P9790F3E677BEN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: P9790F3E677BEN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Povidone (PVP) market size will reach 1,082.54 Million USD in 2025 and is projected to reach 1,343.20 Million USD by 2032, with a CAGR of 3.13% (2025-2032). Notably, the China Povidone (PVP) market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Povidone, commonly known by its trade name PVP (Polyvinylpyrrolidone), is a water-soluble polymer widely used in various industries for its exceptional binding, film-forming, and stabilizing properties. It is a synthetic polymer derived from the monomer N-vinylpyrrolidone. In pharmaceuticals, Povidone is extensively employed as a binder in tablet formulations, aiding in the cohesion and disintegration of tablets upon ingestion. It is also used as a solubilizing agent in oral and topical formulations, enhancing the solubility of poorly water-soluble drugs. PVP is a common ingredient in personal care products, such as hair sprays and gels, due to its film-forming characteristics. In the food industry, it serves as a clarifying agent and stabilizer. Additionally, Povidone has applications in various industrial processes, including adhesives, textiles, and in the synthesis of nanoparticles. Its versatility and safety make Povidone a valuable component in a wide range of products across different sectors.

The major global manufacturers of Povidone (PVP) include Ashland, BASF, Boai Nky Pharmaceuticals, Shanghai Yukung Water Soluble Material, Zhangzhou Huafu

Chemical, Huangshan Bonsun Pharmaceuticals, DKS, NIPPON SHOKUBAI, JH Nanhang Life Sciences, Jiaozuo Zhongwei Special Products Pharmaceutical, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Povidone (PVP). Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Povidone (PVP) market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Povidone (PVP) market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Povidone (PVP) industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Povidone (PVP) Include:

Ashland

BASF

Boai Nky Pharmaceuticals

Shanghai Yuking Water Soluble Material

Zhangzhou Huafu Chemical

Huangshan Bonsun Pharmaceuticals

DKS

NIPPON SHOKUBAI

JH Nanhang Life Sciences

Jiaozuo Zhongwei Special Products Pharmaceutical

Povidone (PVP) Product Segment Include:

K-15

K-30

K-60

K-90

K-120

Others

Povidone (PVP) Product Application Include:

Daily Chemical

Medical

Food

Adhesive

Coating

Others

## **Chapter Scope**

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