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Global Automotive Grade PVB Film Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automotive Grade PVB Film market size is expected to reach $ 1919 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

Automotive Grade PVB Film refers to polyvinyl butyral interlayer film placed between two sheets of glass and laminated under controlled temperature and pressure to produce automotive laminated safety glass. The film retains glass fragments after breakage, absorbs impact energy and helps reduce occupant injury. Functional products can additionally provide acoustic insulation, solar control, ultraviolet protection, color gradients and optical correction for head-up displays. Major products include Standard Clear PVB Film, Tinted and Shade-Band PVB Film, Acoustic PVB Film, Solar-Control PVB Film and HUD Wedge PVB Film. Automotive Grade PVB Film is mainly used in windshields, laminated side windows, panoramic roofs, sunroofs and limited rear-window glazing for passenger cars and commercial vehicles.

Key Findings

Global sales of Automotive Grade PVB Film reached approximately 200 thousand tons in 2025

The average global factory-gate price was approximately US$6,000 per ton in 2025

Standard Clear PVB Film remained the largest product segment

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Passenger cars represented the largest downstream vehicle segment

Asia-Pacific remained the largest manufacturing and consumption region

Market Trends

Automotive Grade PVB Film is evolving from a conventional safety interlayer toward a multifunctional material integrating acoustic insulation, solar control and optical performance. Acoustic PVB Film, Solar-Control PVB Film and HUD Wedge PVB Film are gaining adoption in premium vehicles and electric vehicles. Increasing penetration of laminated side windows and panoramic roofs is raising PVB film consumption per vehicle, while recycled PVB content, bio-based plasticizers and lower-carbon manufacturing are becoming important development priorities.

Market Dynamics

Drivers

Mandatory laminated windshield requirements provide stable baseline demand. Growth in global vehicle production, larger vehicle glazing areas, increasing cabin-comfort requirements and stronger demand for ultraviolet and solar-heat control support continued market expansion.

Restraints

Automotive Grade PVB Film requires strict control of optical distortion, haze, moisture content, adhesion, thickness uniformity and surface quality. Long vehicle-platform validation cycles, demanding quality traceability and dependence on high-purity PVB resin restrict the entry of new suppliers.

Opportunities

Electric vehicles create opportunities for acoustic and solar-control PVB films because quieter powertrains make wind noise more noticeable and large glass roofs increase cabin heat load. Laminated side windows, panoramic roofs, advanced HUD systems and premium replacement windshields provide additional high-value growth opportunities.

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Challenges

Standard automotive PVB film faces increasing price competition, particularly in the replacement-glass market. Fluctuations in polyvinyl alcohol, n-butyraldehyde and plasticizer prices, together with stringent OEM qualification and global supply requirements, create cost and certification pressure for smaller manufacturers.

Industry Chain Analysis

The upstream chain includes polyvinyl alcohol, n-butyraldehyde, plasticizers, ultraviolet absorbers, pigments and other functional additives. Midstream production covers PVB resin formulation, extrusion, surface texturing, multilayer co-extrusion, shade-band processing, wedge processing, quality inspection, slitting and moisture-controlled packaging. Downstream customers are automotive glass processors supplying vehicle manufacturers and the replacement-glass market. Higher value is concentrated in acoustic, solar-control, HUD wedge and other multifunctional PVB films.

Segment Insights

By primary selling function, Automotive Grade PVB Film is divided into Standard Clear PVB Film, Tinted and Shade-Band PVB Film, Acoustic PVB Film, Solar-Control PVB Film and HUD Wedge PVB Film. Standard Clear PVB Film is the principal high-volume product for conventional windshields and replacement glass. Tinted and Shade-Band PVB Film provides color and upper-windshield glare control, while Acoustic PVB Film improves cabin sound insulation. Solar-Control PVB Film supports cabin thermal management, and HUD Wedge PVB Film provides optical correction for head-up display systems. Products incorporating multiple functions are classified according to their principal commercial function to avoid double counting.

Downstream Market Opportunities

Passenger cars remain the principal demand source, particularly mid-to-high-end vehicles and electric vehicles using acoustic glazing, large windshields and panoramic roofs. Commercial vehicles provide relatively stable demand for standard safety film, while the automotive aftermarket generates recurring consumption through windshield replacement. HUD and advanced driver-assistance system compatible windshields

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represent an attractive premium segment.

Regional Insights

Asia-Pacific is the largest production and consumption region, supported by automotive and automotive-glass manufacturing in China, Japan and South Korea. Europe has stronger penetration of acoustic, solar-control and HUD products in premium vehicles. North America benefits from stable original-equipment demand and a developed replacement-glass market. China is accelerating the localization of standard Automotive Grade PVB Film, although several advanced functional grades remain more dependent on established international suppliers.

Report Scope

This report studies the global Automotive Grade PVB Film production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Grade PVB Film and provides market size (US$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automotive Grade PVB Film that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive Grade PVB Film total production and demand, 2021-2032, (Tons)

Global Automotive Grade PVB Film total production value, 2021-2032, (USD Million)

Global Automotive Grade PVB Film production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Automotive Grade PVB Film consumption by region & country, CAGR, 2021-2032 & (Tons)

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U.S. VS China: Automotive Grade PVB Film domestic production, consumption, key domestic manufacturers and share

Global Automotive Grade PVB Film production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Automotive Grade PVB Film production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Automotive Grade PVB Film production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Automotive Grade PVB Film market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Eastman Chemical Company, SEKISUI CHEMICAL, Kuraray, Chang Chun Group, Kingboard Holdings Limited, Zhejiang Decent New Material, Anhui Wanwei High-Tech Materials, Qingdao Jiahua Plastics, Huakai Plastic, Huzhou Xinfu New Material, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive Grade PVB Film market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (Tons) and average price (US$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Automotive Grade PVB Film Market, By Region:

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United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Automotive Grade PVB Film Market, Segmentation by Type:

Standard Clear PVB Film

Tinted and Shade-Band PVB Film

Acoustic PVB Film

Solar-Control PVB Film

HUD Wedge PVB Film

Global Automotive Grade PVB Film Market, Segmentation by Film Structure:

Monolayer PVB Film

Multilayer PVB Film

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Global Automotive Grade PVB Film Market, Segmentation by Installation Location:

Windshields

Side Windows

Panoramic Roofs and Sunroofs

Rear Windows

Global Automotive Grade PVB Film Market, Segmentation by Application:

Passenger Car

Commercial Vehicle

Companies Profiled:

Eastman Chemical Company

SEKISUI CHEMICAL

Kuraray

Chang Chun Group

Kingboard Holdings Limited

Zhejiang Decent New Material

Anhui Wanwei High-Tech Materials

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Qingdao Jiahua Plastics

Huakai Plastic

Huzhou Xinfu New Material

Willing Lamiglass Material GmbH

Kuida Polymer Material Technology

Key Questions Answered

1. How big is the global Automotive Grade PVB Film market?
2. What is the demand of the global Automotive Grade PVB Film market?
3. What is the year over year growth of the global Automotive Grade PVB Film market?
4. What is the total value of the global Automotive Grade PVB Film market?
5. Who are the Major Players in the global Automotive Grade PVB Film market?
6. What are the growth factors driving the market demand?

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