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Global Pharma Grade Polyvinylpyrrolidone Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Pharma Grade Polyvinylpyrrolidone market size is expected to reach $ 698 million by 2032, rising at a market growth of 5.1% CAGR during the forecast period (2026-2032).

Pharma Grade Polyvinylpyrrolidone (NVP) is a non-ionic, water-soluble polymeric pharmaceutical excipient obtained by polymerizing N-vinylpyrrolidone as a monomer. Its pharmacopoeia name is usually Povidone. Its core characteristics are good water solubility, good film-forming properties, strong adhesiveness, and the ability to form hydrogen bonds or complex structures with some poorly soluble drugs, thereby improving granulation, tablet strength, dissolution, dispersion, and stability.

The upstream core is the N-vinylpyrrolidone (NVP) monomer. The upstream components typically involve ?-butyrolactone, 2-pyrrolidone, acetylene, or related vinyl groups, as well as ammonia, hydrogen, water, initiators, solvents, and refining auxiliaries. The purity of the NVP monomer directly affects the control of residual monomers, color, peroxides, and odor in PVP, and is a key factor differentiating pharmaceutical-grade products from ordinary industrial-grade products. After polymerization, residue removal, filtration, concentration, spray drying, sieving, and packaging are required. The production process demands a high level of cleanliness, microbial control, and batch consistency.

In 2025, global sales of pharmaceutical-grade polyvinylpyrrolidone are estimated at 40,000 tons, with an average market price of approximately US$12,000 per ton. The gross profit margin of major producers in the industry is estimated at 30%?45%.

Pharma grade polyvinylpyrrolidone (PVP) is a mature pharmaceutical excipient. Growth

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in the industry primarily comes from demand in oral solid dosage forms, generic drug consistency evaluation, solubilization of poorly soluble drugs, solid dispersions, wet granulation, and complex formulation development. In particular, PVP products like K30 and K90 offer stable applications in adhesion, film formation, solubilization, and stability. Once pharmaceutical companies complete formulation validation and supplier audits, replacement costs are high, thus high-quality suppliers exhibit strong customer loyalty. The main industry obstacle lies in the large production capacity of ordinary industrial-grade PVP. Pharmaceutical-grade products require long-term pharmacopoeia compliance, impurity control, batch stability, excipient registration, and customer validation, making it difficult to truly enter the core supply chains of pharmaceutical companies. International companies such as BASF and Ashland still hold advantages in high-end excipient quality systems and brand recognition.

This report studies the global Pharma Grade Polyvinylpyrrolidone production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pharma Grade Polyvinylpyrrolidone 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 Pharma Grade Polyvinylpyrrolidone that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Pharma Grade Polyvinylpyrrolidone total production and demand, 2021-2032, (Tons)
Global Pharma Grade Polyvinylpyrrolidone total production value, 2021-2032, (USD Million)
Global Pharma Grade Polyvinylpyrrolidone production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)
Global Pharma Grade Polyvinylpyrrolidone consumption by region & country, CAGR, 2021-2032 & (Tons)
U.S. VS China: Pharma Grade Polyvinylpyrrolidone domestic production, consumption, key domestic manufacturers and share
Global Pharma Grade Polyvinylpyrrolidone production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)
Global Pharma Grade Polyvinylpyrrolidone production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)
Global Pharma Grade Polyvinylpyrrolidone production by Application, production, value,

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CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Pharma Grade Polyvinylpyrrolidone 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 BASF, Ashland, Boai NKY Medical Holdings, JH Nanhang Life Sciences, Chongqing Star-Tech Specialty Products, Huangshan Bonsun Pharmaceuticals, Shanghai Yuking Water Soluble Material Tech, Shanghai Qifuqing Material Technology, Jiaozuo Zhongwei Special Products Pharmaceutical, CNSIG Anhui Hongsifang Fertilizer, 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 Pharma Grade Polyvinylpyrrolidone 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 Pharma Grade Polyvinylpyrrolidone Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

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India

Rest of World

Global Pharma Grade Polyvinylpyrrolidone Market, Segmentation by Type:

K17

K25

K30

K90

Other

Global Pharma Grade Polyvinylpyrrolidone Market, Segmentation by Molecular Weight:

Low Molecular Weight

Medium Molecular Weight

High Molecular Weight

Global Pharma Grade Polyvinylpyrrolidone Market, Segmentation by Morphology:

Standard Type

Micro Powder Type

Global Pharma Grade Polyvinylpyrrolidone Market, Segmentation by Application:

Oral Preparations

Injectable Preparations

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Topical Preparations

Others

Companies Profiled:

BASF

Ashland

Boai NKY Medical Holdings

JH Nanhang Life Sciences

Chongqing Star-Tech Specialty Products

Huangshan Bonsun Pharmaceuticals

Shanghai Yuking Water Soluble Material Tech

Shanghai Qifuqing Material Technology

Jiaozuo Zhongwei Special Products Pharmaceutical

CNSIG Anhui Hongsifang Fertilizer

Key Questions Answered:
1. How big is the global Pharma Grade Polyvinylpyrrolidone market?
2. What is the demand of the global Pharma Grade Polyvinylpyrrolidone market?
3. What is the year over year growth of the global Pharma Grade Polyvinylpyrrolidone market?
4. What is the production and production value of the global Pharma Grade Polyvinylpyrrolidone market?
5. Who are the key producers in the global Pharma Grade Polyvinylpyrrolidone market?
6. What are the growth factors driving the market demand?

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