

Global Polyvinyl Butyral Powder Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Polyvinyl Butyral Powder market size was valued at US\$ 1970 million in 2025 and is forecast to a readjusted size of US\$ 2513 million by 2032 with a CAGR of 3.6% during review period.

Polyvinyl butyral powder is a polymer material commonly used in the preparation of water-based adhesives, coatings, paper processing, textile processing and other fields. It is a powdery product produced by the reaction of polyvinyl alcohol (PVA) and butyral (BUA) and other raw materials. This powder has excellent adhesiveness, water resistance and chemical resistance. It forms a colloid after dissolving in water and can bond well with various materials. It is often used for paper surface coating, cellulose fiber processing and textile coating. In coating and other processes, the performance and quality of the product can be improved.

In the field of new energy vehicles, with the improvement of vehicle lightweight and safety requirements, PVB interlayer is widely used in automotive glass. PVB interlayer has excellent transparency and impact resistance, which can enhance the safety and comfort of car windows. In the process of pursuing lightweight and high performance, new energy vehicles use multi-layer safety glass, which has promoted the rise of PVB material demand.

The demand for PVB interlayer in the photovoltaic industry is also increasing year by year. PVB film can play a protective and stabilizing role in photovoltaic modules, effectively extending the service life of photovoltaic modules. The high light transmittance, weather resistance and UV resistance of PVB film make it an excellent encapsulation material in solar cell modules. With the expansion of photovoltaic

applications around the world, especially the rise of large-scale photovoltaic power stations and distributed photovoltaic systems, the market demand for PVB interlayer will further increase.

The development trend of PVB materials will revolve around performance optimization and environmental protection upgrades. The strictness of environmental protection policies has led to continuous improvements in the production process of PVB to reduce the impact on the environment. In addition, manufacturers are also developing PVB materials with higher performance, such as products with stronger UV resistance and waterproofness, to meet the needs of different application scenarios. These innovations will further promote the application of PVB in new energy vehicles and photovoltaics.

This report is a detailed and comprehensive analysis for global Polyvinyl Butyral Powder market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Polyvinyl Butyral Powder market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (USD/Ton), 2021-2032

Global Polyvinyl Butyral Powder market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (USD/Ton), 2021-2032

Global Polyvinyl Butyral Powder market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (USD/Ton), 2021-2032

Global Polyvinyl Butyral Powder market shares of main players, shipments in revenue (\$ Million), sales quantity (Kilotons), and ASP (USD/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries
To assess the growth potential for Polyvinyl Butyral Powder

To forecast future growth in each product and end-use market
To assess competitive factors affecting the marketplace

This report profiles key players in the global Polyvinyl Butyral Powder market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Eastman Chemical, Kuraray, Sekisui Chemicals, ChangChun Group, Kingboard Chemical Holdings, Huakai Plastic, Zhejiang Decent Plastic, Wanwei Group, Sichuan EM Technology, Xinfu Pharm, etc.

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

Market Segmentation

Polyvinyl Butyral Powder market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

High Molecular Weight Grade PVB Resin

Medium Molecular Weight Grade PVB Resin

Low Molecular Weight Grade PVB Resin

Modified PVB Resin

Market segment by Application

Automotive

Architectural

Photovoltaic

Coatings, Inks and Adhesives

Other

Major players covered

Eastman Chemical

Kuraray

Sekisui Chemicals

ChangChun Group

Kingboard Chemical Holdings

Huakai Plastic

Zhejiang Decent Plastic

Wanwei Group

Sichuan EM Technology

Xinfu Pharm

Qingdao Haocheng

Longcheng High-tech Material

Guangda Bingfeng

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Polyvinyl Butyral Powder product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Polyvinyl Butyral Powder, with price, sales quantity, revenue, and global market share of Polyvinyl Butyral Powder from 2021 to 2026.

Chapter 3, the Polyvinyl Butyral Powder competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Polyvinyl Butyral Powder breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Polyvinyl Butyral Powder market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Polyvinyl Butyral Powder.

Chapter 14 and 15, to describe Polyvinyl Butyral Powder sales channel, distributors, customers, research findings and conclusion.

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