

Global Polyvinyl Butyral (PVB) Films Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Polyvinyl Butyral (PVB) Films market size is expected to reach \$ 3771 million by 2032, rising at a market growth of 3.9% CAGR during the forecast period (2026-2032).

Polyvinyl Butyral (PVB) Films are translucent, thermoplastic resin films produced by extruding polyvinyl butyral (PVB) resin that has been plasticized with a plasticizer. These films are characterized by their translucency, smooth surface, and flexibility, and they exhibit excellent adhesion to inorganic glass. PVB films possess high mechanical strength and are resistant to heat, cold, and humidity. They are widely used as adhesive materials in the manufacture of laminated safety glass due to their durability and protective qualities. Additionally, PVB films are utilized in various applications including building walls, awnings, windows, bank counters, prison probe windows, furnaces, and bulletproof glass screens. Notably, PVB films can be recycled and reused, contributing to their sustainability.

The global Polyvinyl Butyral (PVB) films market is expected to experience growth due to rising demand. The market is projected to expand at a growth rate of approximately 4.4%. While developed countries will see moderate growth, developing countries are anticipated to experience faster growth rates. North America, Europe, and Asia-Pacific are the primary consumption regions for PVB films, reflecting their significant demand across these areas. The increasing adoption of PVB films in safety and protective applications, coupled with their recyclable nature, supports ongoing market expansion and innovation in the sector.

The Polyvinyl Butyral (PVB) films industry is driven by several factors, including the growing demand for safety and security applications in construction and automotive

industries. The increasing focus on building safety, energy efficiency, and sound insulation has spurred the demand for high-performance PVB films. In the automotive sector, PVB films are used in windshield laminates to enhance safety and durability, contributing to their rising usage.

Technological advancements in PVB film production are also influencing market growth. Innovations aimed at improving film properties, such as enhancing clarity, strength, and resistance to environmental factors, are driving the development of new PVB film products. Additionally, the industry is seeing an increased emphasis on sustainability, with efforts to develop more eco-friendly production processes and recyclable PVB film options.

The competitive landscape of the PVB film market features key players such as Eastman Chemical, Kuraray, Sekisui Chemicals, and ChangChun Group. These major manufacturers dominate the market, collectively holding approximately 82.06% of the global revenue share. Their focus on research and development, along with strategic expansions and collaborations, is expected to shape the future dynamics of the market.

Overall, the PVB film industry is poised for continued growth, driven by advancements in technology, increasing safety requirements, and a rising emphasis on sustainability in manufacturing processes.

This report studies the global Polyvinyl Butyral (PVB) Films production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Polyvinyl Butyral (PVB) Films 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 Polyvinyl Butyral (PVB) Films that contribute to its increasing demand across many markets.

Highlights and key features of the study

- Global Polyvinyl Butyral (PVB) Films total production and demand, 2021-2032, (MT)
- Global Polyvinyl Butyral (PVB) Films total production value, 2021-2032, (USD Million)
- Global Polyvinyl Butyral (PVB) Films production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (MT), (based on production site)
- Global Polyvinyl Butyral (PVB) Films consumption by region & country, CAGR, 2021-2032 & (MT)
- U.S. VS China: Polyvinyl Butyral (PVB) Films domestic production, consumption, key

domestic manufacturers and share

Global Polyvinyl Butyral (PVB) Films production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (MT)

Global Polyvinyl Butyral (PVB) Films production by Type, production, value, CAGR, 2021-2032, (USD Million) & (MT)

Global Polyvinyl Butyral (PVB) Films production by Application, production, value, CAGR, 2021-2032, (USD Million) & (MT)

This report profiles key players in the global Polyvinyl Butyral (PVB) Films 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, Sekisui Chemicals, Kuraray, EVERLAM, ChangChun Group, Kingboard Chemical Holdings, Huakai Plastic, Zhejiang Decent Plastic, Wanwei Group, Xinfu Pharm, 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 Polyvinyl Butyral (PVB) Films market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (MT) and average price (USD/MT) 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 Polyvinyl Butyral (PVB) Films Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Polyvinyl Butyral (PVB) Films Market, Segmentation by Type:

Standard Film

High Performance Film

Global Polyvinyl Butyral (PVB) Films Market, Segmentation by Application:

Automotive PVB

Architecture PVB

Photovoltaic PVB

Others (Acoustic PVB, Thermal Insulation PVB)

Companies Profiled:

Eastman Chemical

Sekisui Chemicals

Kuraray

EVERLAM

ChangChun Group

Kingboard Chemical Holdings

Huakai Plastic

Zhejiang Decent Plastic

Wanwei Group

Xinfu Pharm

Qingdao Jiahua Plastics

Weifang Liyang New Material

Willing Lamiglass Material

Key Questions Answered:

1. How big is the global Polyvinyl Butyral (PVB) Films market?
2. What is the demand of the global Polyvinyl Butyral (PVB) Films market?
3. What is the year over year growth of the global Polyvinyl Butyral (PVB) Films market?
4. What is the production and production value of the global Polyvinyl Butyral (PVB) Films market?
5. Who are the key producers in the global Polyvinyl Butyral (PVB) Films market?
6. What are the growth factors driving the market demand?

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