

Global Polyvinyl Butyral (PVB) Films Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Polyvinyl Butyral (PVB) Films market size was valued at US\$ 2792 million in 2024 and is forecast to a readjusted size of USD 3640 million by 2031 with a CAGR of 3.9% during review period.

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 is a detailed and comprehensive analysis for global Polyvinyl Butyral (PVB) Films 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 (PVB) Films market size and forecasts, in consumption value (\$ Million), sales quantity (MT), and average selling prices (USD/MT), 2020-2031

Global Polyvinyl Butyral (PVB) Films market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (MT), and average selling prices (USD/MT), 2020-2031



Global Polyvinyl Butyral (PVB) Films market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (MT), and average selling prices (USD/MT), 2020-2031

Global Polyvinyl Butyral (PVB) Films market shares of main players, shipments in revenue (\$ Million), sales quantity (MT), and ASP (USD/MT), 2020-2025

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 (PVB) Films

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 (PVB) Films 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, 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.

Market Segmentation

Polyvinyl Butyral (PVB) Films market is split by Type and by Application. For the period 2020-2031, 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

Standard Film



High Performance Film

	Market	segment	by	App	lication
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Automotive PVB

Architecture PVB

Photovoltaic PVB

Others (Acoustic PVB, Thermal Insulation PVB)

Major players covered

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

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 (PVB) Films product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Polyvinyl Butyral (PVB) Films, with price, sales quantity, revenue, and global market share of Polyvinyl Butyral (PVB) Films from 2020 to 2025.

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

Chapter 4, the Polyvinyl Butyral (PVB) Films breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020



to 2025.and Polyvinyl Butyral (PVB) Films market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 (PVB) Films.

Chapter 14 and 15, to describe Polyvinyl Butyral (PVB) Films sales channel, distributors, customers, research findings and conclusion.



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