

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

<https://marketpublishers.com/r/G7522F4B994CEN.html>

Date: January 2026

Pages: 128

Price: US\$ 4,480.00 (Single User License)

ID: G7522F4B994CEN

## Abstracts

The global Polyvinyl Butyral (PVB) market size is expected to reach \$ 2540 million by 2032, rising at a market growth of 3.6% CAGR during the forecast period (2026-2032).

Polyvinyl Butyral (PVB) is a high-performance thermoplastic resin derived from the acetalization of polyvinyl alcohol with butyraldehyde. Known for its exceptional optical clarity, flexibility, strong adhesion to glass surfaces, and high impact resistance, PVB is primarily used in the production of interlayer films for laminated safety glass. These films are widely applied in automotive windshields and architectural glazing to enhance safety, reduce noise, and improve UV protection. In recent years, PVB has also gained traction in emerging applications such as photovoltaic module encapsulation and specialty coatings due to its excellent transparency, weatherability, and durability.

## Market Overview and Regional Landscape

The global production of PVB resin has traditionally been concentrated in regions with mature chemical industries and advanced production technologies, particularly in Europe, North America, and Japan. A few multinational corporations dominate the market and maintain tight control over production capacity and distribution channels. This limited external supply results in relatively high prices and constrained availability, affecting downstream producers of PVB interlayer films. However, the global PVB market is witnessing a shift, with new entrants and growing manufacturing capacity in Asia, especially in China, which is emerging as a key player both in terms of production and consumption. This regional diversification is reshaping the global supply chain, offering new growth opportunities and gradually reducing the dependence on established Western producers.

## Market Trends and Application Outlook

Demand for PVB continues to rise across multiple industries, driven by the expanding adoption of safety glass in automotive and construction applications. In the automotive sector, the push for lightweight vehicles and enhanced occupant safety is accelerating the use of laminated glass, boosting PVB consumption. In particular, the rise of electric and hybrid vehicles, which often employ multi-layer glass designs for thermal and acoustic insulation, has added momentum to the PVB interlayer market. Meanwhile, the solar energy sector is emerging as another significant driver of demand. PVB films serve as encapsulants in photovoltaic modules, offering structural integrity, UV protection, and long-term stability. As the solar industry expands globally—especially with the growth of large-scale solar farms and rooftop installations—PVB's role as a key encapsulation material is becoming increasingly important. Looking ahead, the development of environmentally friendly and performance-enhanced PVB materials, such as UV-resistant and waterproof variants, will further broaden its applications and solidify its market position.

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

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

### **Highlights and key features of the study**

Global Polyvinyl Butyral (PVB) total production and demand, 2021-2032, (K MT)

Global Polyvinyl Butyral (PVB) total production value, 2021-2032, (USD Million)

Global Polyvinyl Butyral (PVB) production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K MT), (based on production site)

Global Polyvinyl Butyral (PVB) consumption by region & country, CAGR, 2021-2032 & (K MT)

U.S. VS China: Polyvinyl Butyral (PVB) domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Polyvinyl Butyral (PVB) 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, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Polyvinyl Butyral (PVB) market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

High Molecular Weight PVB Resin

Medium Molecular Weight PVB Resin

Low Molecular Weight PVB Resin

Modified PVB Resin

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

Automotive

Construction

Photovoltaic

Paints, Glues, Ink

Others

Companies Profiled:

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

**Key Questions Answered:**

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

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