

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

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## Abstracts

The global Polyvinyl Butyral (PVB) Resins market size is expected to reach \$ 2502 million by 2032, rising at a market growth of 3.5% CAGR during the forecast period (2026-2032).

Polyvinyl Butyral (PVB) resins are specialty thermoplastic polymers synthesized by reacting polyvinyl alcohol (PVA) with butyraldehyde under acidic conditions. They are characterized by excellent adhesion to glass, high transparency, impact resistance, and strong binding capability, making them the essential interlayer material in laminated safety glass. Beyond automotive and architectural glazing, PVB resins are also used in photovoltaic encapsulants, paints, adhesives, and specialty coatings due to their chemical resistance and optical clarity. In 2024, global PVB resin production is estimated at approximately 363.88 thousand metric tons, with an average market price of USD 5,079 per metric ton, reflecting their strategic importance in the glass, construction, and energy industries.

## Supply Chain Relationships

The upstream of PVB resin production relies primarily on vinyl acetate monomer (VAM), which is polymerized to polyvinyl alcohol (PVA), then further acetalized with butyraldehyde. These feedstocks are largely derived from petrochemical chains, and their availability and price volatility directly affect PVB resin production costs. Key producers include Eastman Chemical, Kuraray, Sekisui Chemicals, Chang Chun Group, Kingboard Holdings, and Zhejiang Desta Plastic. On the downstream side, the main consumers are global automotive glass manufacturers such as AGC Inc., Saint-Gobain Sekurit, Fuyao Glass, Guardian Glass, and NSG Pilkington, as well as photovoltaic module producers including First Solar and JA Solar, and architectural glass fabricators

worldwide. Procurement in this sector emphasizes consistent optical quality, controlled thickness, and reliable supply, as safety standards for automotive and building glass are stringent. Given its status as a specialty industrial polymer with technical processing requirements, the average gross margin for PVB resin producers is around 25%, fitting within the 20–30% range typical for differentiated industrial materials.

## **Market Trends**

The PVB resin market is closely tied to the performance of the automotive, construction, and renewable energy sectors. Growing automotive production in Asia-Pacific, particularly China and India, continues to support strong demand for laminated safety glass. In construction, stricter building codes mandating safety and energy-efficient glazing are driving adoption of PVB interlayers in architectural glass. In addition, the photovoltaic sector has emerged as a new growth engine, with PVB competing against EVA and POE films as encapsulants for solar modules due to its durability and UV resistance. However, the market also faces challenges from raw material cost fluctuations, recycling concerns, and competition from alternative encapsulant materials. Sustainability initiatives are shaping the industry, as major producers increasingly develop low-VOC, recyclable PVB grades to meet environmental standards. Looking forward, global demand for PVB resins is projected to expand steadily, supported by urbanization, renewable energy deployment, and the continuing shift toward lightweight, safety-enhanced automotive glass solutions.

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

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

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

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

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

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

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

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

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

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

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

This report profiles key players in the global Polyvinyl Butyral (PVB) Resins 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) Resins 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) Resins Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

Higher Molecular Weight Grade PVB Resin

Medium Molecular Weight Grade PVB Resin

Lower Molecular Weight Grade PVB Resin

Modified PVB Resin

## Global Polyvinyl Butyral (PVB) Resins 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) Resins market?
2. What is the demand of the global Polyvinyl Butyral (PVB) Resins market?
3. What is the year over year growth of the global Polyvinyl Butyral (PVB) Resins market?
4. What is the production and production value of the global Polyvinyl Butyral (PVB)

Resins market?

5. Who are the key producers in the global Polyvinyl Butyral (PVB) Resins market?

6. What are the growth factors driving the market demand?

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