

# Global PVB Film Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global PVB Film market size is expected to reach \$ 3690 million by 2032, rising at a market growth of 3.5% CAGR during the forecast period (2026-2032).

PVB film, English name is: PolyVinyl Butyral Film, chemical name is: polyvinyl butyral film. PVB film is a translucent film, which is essentially a thermoplastic resin film, a polymer material is extrude-forming through a polyvinyl butyral resin plasticized by a plasticizer. Appearance is translucent film, no impurities, surface roughness, with a certain roughness and good flexibility, has good adhesion with inorganic glass, has high mechanical strength properties such as transparent, heat, cold, humidity, it is the best adhesive material for the manufacture of laminated safety glass in the current world, while also has a wide range of applications in building walls, recruit awning, window, bank counter, prison probe window, furnaces and various bulletproof glass screen . Because it is made of plastic resin, it has a recyclable processing, re-use characteristic.

Polyvinyl butyral is a resin usually used for applications that require strong binding, optical clarity, adhesion to many surfaces, toughness and flexibility. It is prepared from polyvinyl alcohol by reaction with butyraldehyde. The major application is laminated safety glass for automobile windshields. Tradenames for PVB-films include Saflex, GlasNovations, Butacite, WINLITE, S-Lec, and Trosifol. Because of its special chemical structure, glass , metal, ceramic , plastic, leather and wood also have a strong combination of sex ; PVB film used in the production of plasticizers 3G8 with PVB resin has good compatibility, and having good cold resistance, heat resistance , etc. ; PVB films addition to the two major raw materials , in order to adjust the adhesion , improved UV weathering resistance and isolation , add the adhesiveness modifier , antioxidant, ultraviolet absorbing agent additive.

Global PVB Film key players include Eastman Chemical, Sekisui Chemicals, Kuraray, etc. Global top three manufacturers hold a share over 60%.

China is the largest market, with a share about 30%, followed by Europe, and North America, both have a share over 50 percent.

In terms of product, Standard Film is the largest segment, with a share over 85%. And in terms of application, the largest application is Automotive, followed by Architectural, Photovoltaic Glass, etc.

This report studies the global PVB Film production, demand, key manufacturers, and key regions.

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

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

Global PVB Film total production and demand, 2021-2032, (MT)

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

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

Global PVB Film consumption by region & country, CAGR, 2021-2032 & (MT)

U.S. VS China: PVB Film domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global PVB Film 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, Rehone Plastic, Tanshan Jichang New Material, 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 PVB Film 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 PVB Film Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global PVB Film Market, Segmentation by Type:

Standard Film

## High Performance Film

### Global PVB Film Market, Segmentation by Application:

Automotive

Architectural

Photovoltaic Glass

Others

### Companies Profiled:

Eastman Chemical

Sekisui Chemicals

Kuraray

EVERLAM

ChangChun Group

Kingboard Chemical Holdings

Huakai Plastic

Zhejiang Decent Plastic

Rehone Plastic

Tanshan Jichang New Material

Wuhan Honghui New Material

Weifang Liyang New Material

**Key Questions Answered:**

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

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