

# Global PVB Film Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global PVB Film market size was valued at USD 2622.8 million in 2023 and is forecast to a readjusted size of USD 3324.6 million by 2030 with a CAGR of 3.4% during review period.

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.

The Global Info Research report includes an overview of the development of the PVB Film industry chain, the market status of Automotive (Standard Film, High Performance Film), Architectural (Standard Film, High Performance Film), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of PVB Film.

Regionally, the report analyzes the PVB Film markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global PVB Film market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the PVB Film market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the PVB Film industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (MT), revenue generated, and market share of different by Type (e.g., Standard Film, High Performance Film).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges

influencing the PVB Film market.

**Regional Analysis:** The report involves examining the PVB Film market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the PVB Film market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to PVB Film:

**Company Analysis:** Report covers individual PVB Film manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards PVB Film. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Automotive, Architectural).

**Technology Analysis:** Report covers specific technologies relevant to PVB Film. It assesses the current state, advancements, and potential future developments in PVB Film areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the PVB Film market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

PVB Film market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

## Market segment by Type

Standard Film

High Performance Film

## Market segment by Application

Automotive

Architectural

Photovoltaic Glass

Others

## Major players covered

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

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 PVB Film product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of PVB Film, with price, sales, revenue and global market share of PVB Film from 2019 to 2024.

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

Chapter 4, the PVB Film breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and PVB Film market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 PVB Film.

Chapter 14 and 15, to describe PVB Film sales channel, distributors, customers, research findings and conclusion.

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