

Global PVB Film 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 PVB Film market size was valued at US\$ 2814 million in 2024 and is forecast to a readjusted size of USD 3574 million by 2031 with a CAGR of 3.5% 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.

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

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

Global PVB Film 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 PVB Film 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 PVB Film

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 PVB Film 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, Rehone Plastic, Tanshan Jichang New Material, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

PVB Film 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 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 quantity, revenue, and global market share of PVB Film from 2020 to 2025.

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 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 PVB Film 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 PVB Film.

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

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global PVB Film Consumption Value by Type: 2020 Versus 2024 Versus 2031
 - 1.3.2 Standard Film
 - 1.3.3 High Performance Film
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global PVB Film Consumption Value by Application: 2020 Versus 2024 Versus 2031
 - 1.4.2 Automotive
 - 1.4.3 Architectural
 - 1.4.4 Photovoltaic Glass
 - 1.4.5 Others
- 1.5 Global PVB Film Market Size & Forecast
 - 1.5.1 Global PVB Film Consumption Value (2020 & 2024 & 2031)
 - 1.5.2 Global PVB Film Sales Quantity (2020-2031)
 - 1.5.3 Global PVB Film Average Price (2020-2031)

2 MANUFACTURERS PROFILES

- 2.1 Eastman Chemical
 - 2.1.1 Eastman Chemical Details
 - 2.1.2 Eastman Chemical Major Business
 - 2.1.3 Eastman Chemical PVB Film Product and Services
 - 2.1.4 Eastman Chemical PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.1.5 Eastman Chemical Recent Developments/Updates
- 2.2 Sekisui Chemicals
 - 2.2.1 Sekisui Chemicals Details
 - 2.2.2 Sekisui Chemicals Major Business
 - 2.2.3 Sekisui Chemicals PVB Film Product and Services
 - 2.2.4 Sekisui Chemicals PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.2.5 Sekisui Chemicals Recent Developments/Updates

2.3 Kuraray

2.3.1 Kuraray Details

2.3.2 Kuraray Major Business

2.3.3 Kuraray PVB Film Product and Services

2.3.4 Kuraray PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 Kuraray Recent Developments/Updates

2.4 EVERLAM

2.4.1 EVERLAM Details

2.4.2 EVERLAM Major Business

2.4.3 EVERLAM PVB Film Product and Services

2.4.4 EVERLAM PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 EVERLAM Recent Developments/Updates

2.5 ChangChun Group

2.5.1 ChangChun Group Details

2.5.2 ChangChun Group Major Business

2.5.3 ChangChun Group PVB Film Product and Services

2.5.4 ChangChun Group PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 ChangChun Group Recent Developments/Updates

2.6 Kingboard Chemical Holdings

2.6.1 Kingboard Chemical Holdings Details

2.6.2 Kingboard Chemical Holdings Major Business

2.6.3 Kingboard Chemical Holdings PVB Film Product and Services

2.6.4 Kingboard Chemical Holdings PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Kingboard Chemical Holdings Recent Developments/Updates

2.7 Huakai Plastic

2.7.1 Huakai Plastic Details

2.7.2 Huakai Plastic Major Business

2.7.3 Huakai Plastic PVB Film Product and Services

2.7.4 Huakai Plastic PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 Huakai Plastic Recent Developments/Updates

2.8 Zhejiang Decent Plastic

2.8.1 Zhejiang Decent Plastic Details

2.8.2 Zhejiang Decent Plastic Major Business

2.8.3 Zhejiang Decent Plastic PVB Film Product and Services

2.8.4 Zhejiang Decent Plastic PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.8.5 Zhejiang Decent Plastic Recent Developments/Updates

2.9 Rehone Plastic

2.9.1 Rehone Plastic Details

2.9.2 Rehone Plastic Major Business

2.9.3 Rehone Plastic PVB Film Product and Services

2.9.4 Rehone Plastic PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.9.5 Rehone Plastic Recent Developments/Updates

2.10 Tanshan Jichang New Material

2.10.1 Tanshan Jichang New Material Details

2.10.2 Tanshan Jichang New Material Major Business

2.10.3 Tanshan Jichang New Material PVB Film Product and Services

2.10.4 Tanshan Jichang New Material PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.10.5 Tanshan Jichang New Material Recent Developments/Updates

2.11 Wuhan Honghui New Material

2.11.1 Wuhan Honghui New Material Details

2.11.2 Wuhan Honghui New Material Major Business

2.11.3 Wuhan Honghui New Material PVB Film Product and Services

2.11.4 Wuhan Honghui New Material PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.11.5 Wuhan Honghui New Material Recent Developments/Updates

2.12 Weifang Liyang New Material

2.12.1 Weifang Liyang New Material Details

2.12.2 Weifang Liyang New Material Major Business

2.12.3 Weifang Liyang New Material PVB Film Product and Services

2.12.4 Weifang Liyang New Material PVB Film Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.12.5 Weifang Liyang New Material Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: PVB FILM BY MANUFACTURER

3.1 Global PVB Film Sales Quantity by Manufacturer (2020-2025)

3.2 Global PVB Film Revenue by Manufacturer (2020-2025)

3.3 Global PVB Film Average Price by Manufacturer (2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of PVB Film by Manufacturer Revenue (\$MM) and Market

Share (%): 2024

3.4.2 Top 3 PVB Film Manufacturer Market Share in 2024

3.4.3 Top 6 PVB Film Manufacturer Market Share in 2024

3.5 PVB Film Market: Overall Company Footprint Analysis

3.5.1 PVB Film Market: Region Footprint

3.5.2 PVB Film Market: Company Product Type Footprint

3.5.3 PVB Film Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global PVB Film Market Size by Region

4.1.1 Global PVB Film Sales Quantity by Region (2020-2031)

4.1.2 Global PVB Film Consumption Value by Region (2020-2031)

4.1.3 Global PVB Film Average Price by Region (2020-2031)

4.2 North America PVB Film Consumption Value (2020-2031)

4.3 Europe PVB Film Consumption Value (2020-2031)

4.4 Asia-Pacific PVB Film Consumption Value (2020-2031)

4.5 South America PVB Film Consumption Value (2020-2031)

4.6 Middle East & Africa PVB Film Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

5.1 Global PVB Film Sales Quantity by Type (2020-2031)

5.2 Global PVB Film Consumption Value by Type (2020-2031)

5.3 Global PVB Film Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

6.1 Global PVB Film Sales Quantity by Application (2020-2031)

6.2 Global PVB Film Consumption Value by Application (2020-2031)

6.3 Global PVB Film Average Price by Application (2020-2031)

7 NORTH AMERICA

7.1 North America PVB Film Sales Quantity by Type (2020-2031)

7.2 North America PVB Film Sales Quantity by Application (2020-2031)

7.3 North America PVB Film Market Size by Country

- 7.3.1 North America PVB Film Sales Quantity by Country (2020-2031)
- 7.3.2 North America PVB Film Consumption Value by Country (2020-2031)
- 7.3.3 United States Market Size and Forecast (2020-2031)
- 7.3.4 Canada Market Size and Forecast (2020-2031)
- 7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

- 8.1 Europe PVB Film Sales Quantity by Type (2020-2031)
- 8.2 Europe PVB Film Sales Quantity by Application (2020-2031)
- 8.3 Europe PVB Film Market Size by Country
 - 8.3.1 Europe PVB Film Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe PVB Film Consumption Value by Country (2020-2031)
 - 8.3.3 Germany Market Size and Forecast (2020-2031)
 - 8.3.4 France Market Size and Forecast (2020-2031)
 - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
 - 8.3.6 Russia Market Size and Forecast (2020-2031)
 - 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific PVB Film Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific PVB Film Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific PVB Film Market Size by Region
 - 9.3.1 Asia-Pacific PVB Film Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific PVB Film Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)
 - 9.3.4 Japan Market Size and Forecast (2020-2031)
 - 9.3.5 South Korea Market Size and Forecast (2020-2031)
 - 9.3.6 India Market Size and Forecast (2020-2031)
 - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
 - 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America PVB Film Sales Quantity by Type (2020-2031)
- 10.2 South America PVB Film Sales Quantity by Application (2020-2031)
- 10.3 South America PVB Film Market Size by Country
 - 10.3.1 South America PVB Film Sales Quantity by Country (2020-2031)

10.3.2 South America PVB Film Consumption Value by Country (2020-2031)

10.3.3 Brazil Market Size and Forecast (2020-2031)

10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa PVB Film Sales Quantity by Type (2020-2031)

11.2 Middle East & Africa PVB Film Sales Quantity by Application (2020-2031)

11.3 Middle East & Africa PVB Film Market Size by Country

11.3.1 Middle East & Africa PVB Film Sales Quantity by Country (2020-2031)

11.3.2 Middle East & Africa PVB Film Consumption Value by Country (2020-2031)

11.3.3 Turkey Market Size and Forecast (2020-2031)

11.3.4 Egypt Market Size and Forecast (2020-2031)

11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)

11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

12.1 PVB Film Market Drivers

12.2 PVB Film Market Restraints

12.3 PVB Film Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of PVB Film and Key Manufacturers

13.2 Manufacturing Costs Percentage of PVB Film

13.3 PVB Film Production Process

13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

- 14.1.2 Distributors
- 14.2 PVB Film Typical Distributors
- 14.3 PVB Film Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global PVB Film Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global PVB Film Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Eastman Chemical Basic Information, Manufacturing Base and Competitors

Table 4. Eastman Chemical Major Business

Table 5. Eastman Chemical PVB Film Product and Services

Table 6. Eastman Chemical PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Eastman Chemical Recent Developments/Updates

Table 8. Sekisui Chemicals Basic Information, Manufacturing Base and Competitors

Table 9. Sekisui Chemicals Major Business

Table 10. Sekisui Chemicals PVB Film Product and Services

Table 11. Sekisui Chemicals PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Sekisui Chemicals Recent Developments/Updates

Table 13. Kuraray Basic Information, Manufacturing Base and Competitors

Table 14. Kuraray Major Business

Table 15. Kuraray PVB Film Product and Services

Table 16. Kuraray PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Kuraray Recent Developments/Updates

Table 18. EVERLAM Basic Information, Manufacturing Base and Competitors

Table 19. EVERLAM Major Business

Table 20. EVERLAM PVB Film Product and Services

Table 21. EVERLAM PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. EVERLAM Recent Developments/Updates

Table 23. ChangChun Group Basic Information, Manufacturing Base and Competitors

Table 24. ChangChun Group Major Business

Table 25. ChangChun Group PVB Film Product and Services

Table 26. ChangChun Group PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. ChangChun Group Recent Developments/Updates

Table 28. Kingboard Chemical Holdings Basic Information, Manufacturing Base and

Competitors

Table 29. Kingboard Chemical Holdings Major Business

Table 30. Kingboard Chemical Holdings PVB Film Product and Services

Table 31. Kingboard Chemical Holdings PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Kingboard Chemical Holdings Recent Developments/Updates

Table 33. Huakai Plastic Basic Information, Manufacturing Base and Competitors

Table 34. Huakai Plastic Major Business

Table 35. Huakai Plastic PVB Film Product and Services

Table 36. Huakai Plastic PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Huakai Plastic Recent Developments/Updates

Table 38. Zhejiang Decent Plastic Basic Information, Manufacturing Base and Competitors

Table 39. Zhejiang Decent Plastic Major Business

Table 40. Zhejiang Decent Plastic PVB Film Product and Services

Table 41. Zhejiang Decent Plastic PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Zhejiang Decent Plastic Recent Developments/Updates

Table 43. Rehone Plastic Basic Information, Manufacturing Base and Competitors

Table 44. Rehone Plastic Major Business

Table 45. Rehone Plastic PVB Film Product and Services

Table 46. Rehone Plastic PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Rehone Plastic Recent Developments/Updates

Table 48. Tanshan Jichang New Material Basic Information, Manufacturing Base and Competitors

Table 49. Tanshan Jichang New Material Major Business

Table 50. Tanshan Jichang New Material PVB Film Product and Services

Table 51. Tanshan Jichang New Material PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 52. Tanshan Jichang New Material Recent Developments/Updates

Table 53. Wuhan Honghui New Material Basic Information, Manufacturing Base and Competitors

Table 54. Wuhan Honghui New Material Major Business

Table 55. Wuhan Honghui New Material PVB Film Product and Services

Table 56. Wuhan Honghui New Material PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. Wuhan Honghui New Material Recent Developments/Updates

Table 58. Weifang Liyang New Material Basic Information, Manufacturing Base and Competitors

Table 59. Weifang Liyang New Material Major Business

Table 60. Weifang Liyang New Material PVB Film Product and Services

Table 61. Weifang Liyang New Material PVB Film Sales Quantity (MT), Average Price (USD/MT), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. Weifang Liyang New Material Recent Developments/Updates

Table 63. Global PVB Film Sales Quantity by Manufacturer (2020-2025) & (MT)

Table 64. Global PVB Film Revenue by Manufacturer (2020-2025) & (USD Million)

Table 65. Global PVB Film Average Price by Manufacturer (2020-2025) & (USD/MT)

Table 66. Market Position of Manufacturers in PVB Film, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 67. Head Office and PVB Film Production Site of Key Manufacturer

Table 68. PVB Film Market: Company Product Type Footprint

Table 69. PVB Film Market: Company Product Application Footprint

Table 70. PVB Film New Market Entrants and Barriers to Market Entry

Table 71. PVB Film Mergers, Acquisition, Agreements, and Collaborations

Table 72. Global PVB Film Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 73. Global PVB Film Sales Quantity by Region (2020-2025) & (MT)

Table 74. Global PVB Film Sales Quantity by Region (2026-2031) & (MT)

Table 75. Global PVB Film Consumption Value by Region (2020-2025) & (USD Million)

Table 76. Global PVB Film Consumption Value by Region (2026-2031) & (USD Million)

Table 77. Global PVB Film Average Price by Region (2020-2025) & (USD/MT)

Table 78. Global PVB Film Average Price by Region (2026-2031) & (USD/MT)

Table 79. Global PVB Film Sales Quantity by Type (2020-2025) & (MT)

Table 80. Global PVB Film Sales Quantity by Type (2026-2031) & (MT)

Table 81. Global PVB Film Consumption Value by Type (2020-2025) & (USD Million)

Table 82. Global PVB Film Consumption Value by Type (2026-2031) & (USD Million)

Table 83. Global PVB Film Average Price by Type (2020-2025) & (USD/MT)

Table 84. Global PVB Film Average Price by Type (2026-2031) & (USD/MT)

Table 85. Global PVB Film Sales Quantity by Application (2020-2025) & (MT)

Table 86. Global PVB Film Sales Quantity by Application (2026-2031) & (MT)

Table 87. Global PVB Film Consumption Value by Application (2020-2025) & (USD Million)

Table 88. Global PVB Film Consumption Value by Application (2026-2031) & (USD Million)

Table 89. Global PVB Film Average Price by Application (2020-2025) & (USD/MT)

Table 90. Global PVB Film Average Price by Application (2026-2031) & (USD/MT)

- Table 91. North America PVB Film Sales Quantity by Type (2020-2025) & (MT)
- Table 92. North America PVB Film Sales Quantity by Type (2026-2031) & (MT)
- Table 93. North America PVB Film Sales Quantity by Application (2020-2025) & (MT)
- Table 94. North America PVB Film Sales Quantity by Application (2026-2031) & (MT)
- Table 95. North America PVB Film Sales Quantity by Country (2020-2025) & (MT)
- Table 96. North America PVB Film Sales Quantity by Country (2026-2031) & (MT)
- Table 97. North America PVB Film Consumption Value by Country (2020-2025) & (USD Million)
- Table 98. North America PVB Film Consumption Value by Country (2026-2031) & (USD Million)
- Table 99. Europe PVB Film Sales Quantity by Type (2020-2025) & (MT)
- Table 100. Europe PVB Film Sales Quantity by Type (2026-2031) & (MT)
- Table 101. Europe PVB Film Sales Quantity by Application (2020-2025) & (MT)
- Table 102. Europe PVB Film Sales Quantity by Application (2026-2031) & (MT)
- Table 103. Europe PVB Film Sales Quantity by Country (2020-2025) & (MT)
- Table 104. Europe PVB Film Sales Quantity by Country (2026-2031) & (MT)
- Table 105. Europe PVB Film Consumption Value by Country (2020-2025) & (USD Million)
- Table 106. Europe PVB Film Consumption Value by Country (2026-2031) & (USD Million)
- Table 107. Asia-Pacific PVB Film Sales Quantity by Type (2020-2025) & (MT)
- Table 108. Asia-Pacific PVB Film Sales Quantity by Type (2026-2031) & (MT)
- Table 109. Asia-Pacific PVB Film Sales Quantity by Application (2020-2025) & (MT)
- Table 110. Asia-Pacific PVB Film Sales Quantity by Application (2026-2031) & (MT)
- Table 111. Asia-Pacific PVB Film Sales Quantity by Region (2020-2025) & (MT)
- Table 112. Asia-Pacific PVB Film Sales Quantity by Region (2026-2031) & (MT)
- Table 113. Asia-Pacific PVB Film Consumption Value by Region (2020-2025) & (USD Million)
- Table 114. Asia-Pacific PVB Film Consumption Value by Region (2026-2031) & (USD Million)
- Table 115. South America PVB Film Sales Quantity by Type (2020-2025) & (MT)
- Table 116. South America PVB Film Sales Quantity by Type (2026-2031) & (MT)
- Table 117. South America PVB Film Sales Quantity by Application (2020-2025) & (MT)
- Table 118. South America PVB Film Sales Quantity by Application (2026-2031) & (MT)
- Table 119. South America PVB Film Sales Quantity by Country (2020-2025) & (MT)
- Table 120. South America PVB Film Sales Quantity by Country (2026-2031) & (MT)
- Table 121. South America PVB Film Consumption Value by Country (2020-2025) & (USD Million)
- Table 122. South America PVB Film Consumption Value by Country (2026-2031) &

(USD Million)

Table 123. Middle East & Africa PVB Film Sales Quantity by Type (2020-2025) & (MT)

Table 124. Middle East & Africa PVB Film Sales Quantity by Type (2026-2031) & (MT)

Table 125. Middle East & Africa PVB Film Sales Quantity by Application (2020-2025) & (MT)

Table 126. Middle East & Africa PVB Film Sales Quantity by Application (2026-2031) & (MT)

Table 127. Middle East & Africa PVB Film Sales Quantity by Country (2020-2025) & (MT)

Table 128. Middle East & Africa PVB Film Sales Quantity by Country (2026-2031) & (MT)

Table 129. Middle East & Africa PVB Film Consumption Value by Country (2020-2025) & (USD Million)

Table 130. Middle East & Africa PVB Film Consumption Value by Country (2026-2031) & (USD Million)

Table 131. PVB Film Raw Material

Table 132. Key Manufacturers of PVB Film Raw Materials

Table 133. PVB Film Typical Distributors

Table 134. PVB Film Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. PVB Film Picture
- Figure 2. Global PVB Film Revenue by Type, (USD Million), 2020 & 2024 & 2031
- Figure 3. Global PVB Film Revenue Market Share by Type in 2024
- Figure 4. Standard Film Examples
- Figure 5. High Performance Film Examples
- Figure 6. Global PVB Film Consumption Value by Application, (USD Million), 2020 & 2024 & 2031
- Figure 7. Global PVB Film Revenue Market Share by Application in 2024
- Figure 8. Automotive Examples
- Figure 9. Architectural Examples
- Figure 10. Photovoltaic Glass Examples
- Figure 11. Others Examples
- Figure 12. Global PVB Film Consumption Value, (USD Million): 2020 & 2024 & 2031
- Figure 13. Global PVB Film Consumption Value and Forecast (2020-2031) & (USD Million)
- Figure 14. Global PVB Film Sales Quantity (2020-2031) & (MT)
- Figure 15. Global PVB Film Price (2020-2031) & (USD/MT)
- Figure 16. Global PVB Film Sales Quantity Market Share by Manufacturer in 2024
- Figure 17. Global PVB Film Revenue Market Share by Manufacturer in 2024
- Figure 18. Producer Shipments of PVB Film by Manufacturer Sales (\$MM) and Market Share (%): 2024
- Figure 19. Top 3 PVB Film Manufacturer (Revenue) Market Share in 2024
- Figure 20. Top 6 PVB Film Manufacturer (Revenue) Market Share in 2024
- Figure 21. Global PVB Film Sales Quantity Market Share by Region (2020-2031)
- Figure 22. Global PVB Film Consumption Value Market Share by Region (2020-2031)
- Figure 23. North America PVB Film Consumption Value (2020-2031) & (USD Million)
- Figure 24. Europe PVB Film Consumption Value (2020-2031) & (USD Million)
- Figure 25. Asia-Pacific PVB Film Consumption Value (2020-2031) & (USD Million)
- Figure 26. South America PVB Film Consumption Value (2020-2031) & (USD Million)
- Figure 27. Middle East & Africa PVB Film Consumption Value (2020-2031) & (USD Million)
- Figure 28. Global PVB Film Sales Quantity Market Share by Type (2020-2031)
- Figure 29. Global PVB Film Consumption Value Market Share by Type (2020-2031)
- Figure 30. Global PVB Film Average Price by Type (2020-2031) & (USD/MT)
- Figure 31. Global PVB Film Sales Quantity Market Share by Application (2020-2031)

Figure 32. Global PVB Film Revenue Market Share by Application (2020-2031)

Figure 33. Global PVB Film Average Price by Application (2020-2031) & (USD/MT)

Figure 34. North America PVB Film Sales Quantity Market Share by Type (2020-2031)

Figure 35. North America PVB Film Sales Quantity Market Share by Application (2020-2031)

Figure 36. North America PVB Film Sales Quantity Market Share by Country (2020-2031)

Figure 37. North America PVB Film Consumption Value Market Share by Country (2020-2031)

Figure 38. United States PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 39. Canada PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 40. Mexico PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 41. Europe PVB Film Sales Quantity Market Share by Type (2020-2031)

Figure 42. Europe PVB Film Sales Quantity Market Share by Application (2020-2031)

Figure 43. Europe PVB Film Sales Quantity Market Share by Country (2020-2031)

Figure 44. Europe PVB Film Consumption Value Market Share by Country (2020-2031)

Figure 45. Germany PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 46. France PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 47. United Kingdom PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 48. Russia PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 49. Italy PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 50. Asia-Pacific PVB Film Sales Quantity Market Share by Type (2020-2031)

Figure 51. Asia-Pacific PVB Film Sales Quantity Market Share by Application (2020-2031)

Figure 52. Asia-Pacific PVB Film Sales Quantity Market Share by Region (2020-2031)

Figure 53. Asia-Pacific PVB Film Consumption Value Market Share by Region (2020-2031)

Figure 54. China PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 55. Japan PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 56. South Korea PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 57. India PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 58. Southeast Asia PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 59. Australia PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 60. South America PVB Film Sales Quantity Market Share by Type (2020-2031)

Figure 61. South America PVB Film Sales Quantity Market Share by Application (2020-2031)

Figure 62. South America PVB Film Sales Quantity Market Share by Country (2020-2031)

Figure 63. South America PVB Film Consumption Value Market Share by Country

(2020-2031)

Figure 64. Brazil PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 65. Argentina PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 66. Middle East & Africa PVB Film Sales Quantity Market Share by Type
(2020-2031)

Figure 67. Middle East & Africa PVB Film Sales Quantity Market Share by Application
(2020-2031)

Figure 68. Middle East & Africa PVB Film Sales Quantity Market Share by Country
(2020-2031)

Figure 69. Middle East & Africa PVB Film Consumption Value Market Share by Country
(2020-2031)

Figure 70. Turkey PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 71. Egypt PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 72. Saudi Arabia PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 73. South Africa PVB Film Consumption Value (2020-2031) & (USD Million)

Figure 74. PVB Film Market Drivers

Figure 75. PVB Film Market Restraints

Figure 76. PVB Film Market Trends

Figure 77. Porters Five Forces Analysis

Figure 78. Manufacturing Cost Structure Analysis of PVB Film in 2024

Figure 79. Manufacturing Process Analysis of PVB Film

Figure 80. PVB Film Industrial Chain

Figure 81. Sales Channel: Direct to End-User vs Distributors

Figure 82. Direct Channel Pros & Cons

Figure 83. Indirect Channel Pros & Cons

Figure 84. Methodology

Figure 85. Research Process and Data Source

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