

Global PVC Paste Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global PVC Paste market size is expected to reach \$ 4344 million by 2032, rising at a market growth of 1.5% CAGR during the forecast period (2026-2032).

Polyvinyl chloride (PVC) paste resin is a specialized form of PVC polymer designed for dispersion in plasticizers to form stable pastes or plastisols. Unlike suspension PVC, which is produced for rigid applications like pipes or profiles, PVC paste resin consists of extremely fine particles, typically below 100 microns, providing excellent dispersibility in liquid media. This makes it ideal for producing flexible, elastic, or coated products through casting, dipping, coating, and spraying techniques.

PVC paste resin is manufactured through emulsion polymerization or micro-suspension polymerization of vinyl chloride monomer (VCM). The resulting fine-particle powder is distinguished by its uniform morphology and narrow particle size distribution. When combined with plasticizers, stabilizers, and fillers, it forms a paste with controlled rheological behavior that can be gelled or fused upon heating into a homogeneous flexible material. The ability to directly convert liquid pastes into finished goods without pelletization or extrusion gives PVC paste resin a unique manufacturing and application advantage across several industries.

The primary applications of PVC paste resin include synthetic leather, wall and floor coverings, automotive upholstery, coated fabrics, gloves, conveyor belts, foamed decorative films, and wire insulation. In addition, it is widely used in toys, medical devices, footwear soles, sealants, and dipping products such as handgrips or caps. Because of its versatility in forming soft and flexible coatings, PVC paste resin serves as a vital material in consumer goods, construction, and industrial manufacturing sectors.

In 2024, global PVC Paste production reached approximately 3167.6 K MT, with an average global market price of around US\$ 1168 per MT. The global single-line production capacity ranges from 100 to 200 K MT per year. The industry's gross profit margin is approximately 10%-20%.

One of the most consistent growth drivers for PVC paste resin is the construction industry's ongoing demand for flexible decorative and functional materials. In interior applications, PVC-based wall coverings, flooring, and ceiling films provide durability, easy cleaning, and design versatility at relatively low cost. As urbanization accelerates in Asia, Africa, and the Middle East, construction of residential and commercial buildings fuels demand for these flexible coatings. Additionally, in developed markets, the renovation cycle continues to sustain demand for aesthetic surface materials.

Because PVC paste resin enables the production of embossed and printed decorative finishes, it aligns well with consumer preferences for visually rich interior designs. Its compatibility with foaming agents and pigments allows for wide stylistic variation, further reinforcing its role in interior décor markets. The low maintenance and water resistance of PVC-based coatings also make them suitable for humid climates and high-traffic public environments.

PVC paste resin plays a critical role in automotive interiors, where it is used for synthetic leather, dashboard skins, door panels, and seat upholstery. The combination of softness, durability, and processability makes it a preferred material for vehicle interior coverings. The resin's ability to replicate leather-like textures at a fraction of the cost supports its use across both premium and mass-market vehicles.

The growth of automotive production in emerging economies—such as India, Southeast Asia, and Latin America—represents a major avenue for market expansion. Furthermore, manufacturers are innovating lightweight formulations and bio-based plasticizer systems to meet sustainability and emission standards. This transition toward environmentally improved vinyl compounds helps maintain PVC paste resin's relevance in an era of heightened environmental awareness.

PVC paste resin's coating versatility enables its use in protective, decorative, and functional layers across various substrates. In industrial applications, it provides corrosion-resistant coatings for metal parts and anti-slip surfaces for tools and flooring. In consumer products, it is utilized for flexible gloves, sports equipment, and inflatable goods.

As product safety and comfort become more important, the formulation technology of PVC paste resin continues to evolve. The trend toward phthalate-free plasticizers and low-VOC formulations has led to significant innovation in the downstream plastisol industry. Producers are investing in R&D to develop resins compatible with new-generation, environmentally safer plasticizers like adipates, citrates, or bio-based esters.

The major producers of PVC paste resin include Westlake Vinnolit, Shenyang Chemical, Kaneka, Xinjiang Tianye, Kem One, etc. Now Westlake Vinnolit is the largest supplier of PVC paste resin with over 10% market share.

This report studies the global PVC Paste production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global PVC Paste total production and demand, 2021-2032, (K MT)

Global PVC Paste total production value, 2021-2032, (USD Million)

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

Global PVC Paste consumption by region & country, CAGR, 2021-2032 & (K MT)

U.S. VS China: PVC Paste domestic production, consumption, key domestic manufacturers and share

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

Global PVC Paste production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

Global PVC Paste production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

This report profiles key players in the global PVC Paste 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 Westlake Vinnolit, Kem One, Vestolit, INEOS, SCG Chemicals,

Kaneka, Tosoh Corporation, Hanwha, LG Chem, Chemplast Sanmar, 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 PVC Paste 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 PVC Paste Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global PVC Paste Market, Segmentation by Type:

Micro Suspension Method

Emulsion Method

Global PVC Paste Market, Segmentation by Viscosity:

Low Viscosity Grades (K-value ~50–60)

Medium Viscosity Grades (K-value ~60–65)

High Viscosity Grades (K-value ~65–70+)

Global PVC Paste Market, Segmentation by Morphology:

Porous-Type Paste Resin

Dense-Type Paste Resin

Mixed Morphology Resin

Global PVC Paste Market, Segmentation by Application:

PVC Gloves

Artificial Leather

Automotive Interiors

Wallpaper

Plastic Floor

Paint and Coatings

Others

Companies Profiled:

Westlake Vinnolit

Kem One

Vestolit

INEOS

SCG Chemicals

Kaneka

Tosoh Corporation

Hanwha

LG Chem

Chemplast Sanmar

Shenyang Chemical

Anhui Tianchen Chemical

Inner Mongolia Yidong Group

Shandong Langhui

Inner Mongolia Junzheng Group

Xinjiang Tianye

Zhongtai Chemical

Tangshan Sanyou Group

Formosa Ningbo

Jining Zhongyin Electrochemical

Key Questions Answered:

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

Contents

1 SUPPLY SUMMARY

- 1.1 SCADA Introduction
- 1.2 World SCADA Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World SCADA Total Market by Region (by Headquarter Location)
 - 1.3.1 World SCADA Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company SCADA Revenue (2021-2032)
 - 1.3.3 China Based Company SCADA Revenue (2021-2032)
 - 1.3.4 Europe Based Company SCADA Revenue (2021-2032)
 - 1.3.5 Japan Based Company SCADA Revenue (2021-2032)
 - 1.3.6 South Korea Based Company SCADA Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company SCADA Revenue (2021-2032)
 - 1.3.8 India Based Company SCADA Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 SCADA Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World SCADA Consumption Value (2021-2032)
- 2.2 World SCADA Consumption Value by Region
 - 2.2.1 World SCADA Consumption Value by Region (2021-2026)
 - 2.2.2 World SCADA Consumption Value Forecast by Region (2027-2032)
- 2.3 United States SCADA Consumption Value (2021-2032)
- 2.4 China SCADA Consumption Value (2021-2032)
- 2.5 Europe SCADA Consumption Value (2021-2032)
- 2.6 Japan SCADA Consumption Value (2021-2032)
- 2.7 South Korea SCADA Consumption Value (2021-2032)
- 2.8 ASEAN SCADA Consumption Value (2021-2032)
- 2.9 India SCADA Consumption Value (2021-2032)

3 WORLD SCADA COMPANIES COMPETITIVE ANALYSIS

- 3.1 World SCADA Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
 - 3.2.1 Global SCADA Industry Rank of Major Players

- 3.2.2 Global Concentration Ratios (CR4) for SCADA in 2025
- 3.2.3 Global Concentration Ratios (CR8) for SCADA in 2025
- 3.3 SCADA Company Evaluation Quadrant
- 3.4 SCADA Market: Overall Company Footprint Analysis
 - 3.4.1 SCADA Market: Region Footprint
 - 3.4.2 SCADA Market: Company Product Type Footprint
 - 3.4.3 SCADA Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: SCADA Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: SCADA Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: SCADA Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: SCADA Consumption Value Comparison
 - 4.2.1 United States VS China: SCADA Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: SCADA Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based SCADA Companies and Market Share, 2021-2026
 - 4.3.1 United States Based SCADA Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies SCADA Revenue, (2021-2026)
- 4.4 China Based Companies SCADA Revenue and Market Share, 2021-2026
 - 4.4.1 China Based SCADA Companies, Company Headquarters (Province, Country)
 - 4.4.2 China Based Companies SCADA Revenue, (2021-2026)
- 4.5 Rest of World Based SCADA Companies and Market Share, 2021-2026
 - 4.5.1 Rest of World Based SCADA Companies, Headquarters (Province, Country)
 - 4.5.2 Rest of World Based Companies SCADA Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World SCADA Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Hardware

5.2.2 Software

5.2.3 Services

5.3 Market Segment by Type

5.3.1 World SCADA Market Size by Type (2021-2026)

5.3.2 World SCADA Market Size by Type (2027-2032)

5.3.3 World SCADA Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY APPLICATION

6.1 World SCADA Market Size Overview by Application: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Application

6.2.1 Power & Energy

6.2.2 Oil & Gas Industry

6.2.3 Water & Waste Control

6.2.4 Telecommunications

6.2.5 Transportation

6.2.6 Manufacturing Industry

6.2.7 Others

6.3 Market Segment by Application

6.3.1 World SCADA Market Size by Application (2021-2026)

6.3.2 World SCADA Market Size by Application (2027-2032)

6.3.3 World SCADA Market Size Market Share by Application (2021-2032)

7 COMPANY PROFILES

7.1 Schneider Electric SE (France)

7.1.1 Schneider Electric SE (France) Details

7.1.2 Schneider Electric SE (France) Major Business

7.1.3 Schneider Electric SE (France) SCADA Product and Services

7.1.4 Schneider Electric SE (France) SCADA Revenue, Gross Margin and Market Share (2021-2026)

7.1.5 Schneider Electric SE (France) Recent Developments/Updates

7.1.6 Schneider Electric SE (France) Competitive Strengths & Weaknesses

7.2 ABB (Switzerland)

7.2.1 ABB (Switzerland) Details

7.2.2 ABB (Switzerland) Major Business

- 7.2.3 ABB (Switzerland) SCADA Product and Services
- 7.2.4 ABB (Switzerland) SCADA Revenue, Gross Margin and Market Share (2021-2026)
- 7.2.5 ABB (Switzerland) Recent Developments/Updates
- 7.2.6 ABB (Switzerland) Competitive Strengths & Weaknesses
- 7.3 Siemens AG (Germany)
 - 7.3.1 Siemens AG (Germany) Details
 - 7.3.2 Siemens AG (Germany) Major Business
 - 7.3.3 Siemens AG (Germany) SCADA Product and Services
 - 7.3.4 Siemens AG (Germany) SCADA Revenue, Gross Margin and Market Share (2021-2026)
 - 7.3.5 Siemens AG (Germany) Recent Developments/Updates
 - 7.3.6 Siemens AG (Germany) Competitive Strengths & Weaknesses
- 7.4 Emerson (US)
 - 7.4.1 Emerson (US) Details
 - 7.4.2 Emerson (US) Major Business
 - 7.4.3 Emerson (US) SCADA Product and Services
 - 7.4.4 Emerson (US) SCADA Revenue, Gross Margin and Market Share (2021-2026)
 - 7.4.5 Emerson (US) Recent Developments/Updates
 - 7.4.6 Emerson (US) Competitive Strengths & Weaknesses
- 7.5 Rockwell Automation Inc. (US)
 - 7.5.1 Rockwell Automation Inc. (US) Details
 - 7.5.2 Rockwell Automation Inc. (US) Major Business
 - 7.5.3 Rockwell Automation Inc. (US) SCADA Product and Services
 - 7.5.4 Rockwell Automation Inc. (US) SCADA Revenue, Gross Margin and Market Share (2021-2026)
 - 7.5.5 Rockwell Automation Inc. (US) Recent Developments/Updates
 - 7.5.6 Rockwell Automation Inc. (US) Competitive Strengths & Weaknesses
- 7.6 Honeywell International Inc. (US)
 - 7.6.1 Honeywell International Inc. (US) Details
 - 7.6.2 Honeywell International Inc. (US) Major Business
 - 7.6.3 Honeywell International Inc. (US) SCADA Product and Services
 - 7.6.4 Honeywell International Inc. (US) SCADA Revenue, Gross Margin and Market Share (2021-2026)
 - 7.6.5 Honeywell International Inc. (US) Recent Developments/Updates
 - 7.6.6 Honeywell International Inc. (US) Competitive Strengths & Weaknesses
- 7.7 Mitsubishi Electric (Japan)
 - 7.7.1 Mitsubishi Electric (Japan) Details
 - 7.7.2 Mitsubishi Electric (Japan) Major Business

- 7.7.3 Mitsubishi Electric (Japan) SCADA Product and Services
- 7.7.4 Mitsubishi Electric (Japan) SCADA Revenue, Gross Margin and Market Share (2021-2026)
- 7.7.5 Mitsubishi Electric (Japan) Recent Developments/Updates
- 7.7.6 Mitsubishi Electric (Japan) Competitive Strengths & Weaknesses
- 7.8 Omron Corporation (Japan)
 - 7.8.1 Omron Corporation (Japan) Details
 - 7.8.2 Omron Corporation (Japan) Major Business
 - 7.8.3 Omron Corporation (Japan) SCADA Product and Services
 - 7.8.4 Omron Corporation (Japan) SCADA Revenue, Gross Margin and Market Share (2021-2026)
 - 7.8.5 Omron Corporation (Japan) Recent Developments/Updates
 - 7.8.6 Omron Corporation (Japan) Competitive Strengths & Weaknesses
- 7.9 General Electric Co. (US)
 - 7.9.1 General Electric Co. (US) Details
 - 7.9.2 General Electric Co. (US) Major Business
 - 7.9.3 General Electric Co. (US) SCADA Product and Services
 - 7.9.4 General Electric Co. (US) SCADA Revenue, Gross Margin and Market Share (2021-2026)
 - 7.9.5 General Electric Co. (US) Recent Developments/Updates
 - 7.9.6 General Electric Co. (US) Competitive Strengths & Weaknesses
- 7.10 Yokogawa Electric Corporation (Japan)
 - 7.10.1 Yokogawa Electric Corporation (Japan) Details
 - 7.10.2 Yokogawa Electric Corporation (Japan) Major Business
 - 7.10.3 Yokogawa Electric Corporation (Japan) SCADA Product and Services
 - 7.10.4 Yokogawa Electric Corporation (Japan) SCADA Revenue, Gross Margin and Market Share (2021-2026)
 - 7.10.5 Yokogawa Electric Corporation (Japan) Recent Developments/Updates
 - 7.10.6 Yokogawa Electric Corporation (Japan) Competitive Strengths & Weaknesses
- 7.11 Larsen & Toubro (India)
 - 7.11.1 Larsen & Toubro (India) Details
 - 7.11.2 Larsen & Toubro (India) Major Business
 - 7.11.3 Larsen & Toubro (India) SCADA Product and Services
 - 7.11.4 Larsen & Toubro (India) SCADA Revenue, Gross Margin and Market Share (2021-2026)
 - 7.11.5 Larsen & Toubro (India) Recent Developments/Updates
 - 7.11.6 Larsen & Toubro (India) Competitive Strengths & Weaknesses
- 7.12 M.B. Control & Systems Pvt. Ltd (India)
 - 7.12.1 M.B. Control & Systems Pvt. Ltd (India) Details

- 7.12.2 M.B. Control & Systems Pvt. Ltd (India) Major Business
- 7.12.3 M.B. Control & Systems Pvt. Ltd (India) SCADA Product and Services
- 7.12.4 M.B. Control & Systems Pvt. Ltd (India) SCADA Revenue, Gross Margin and Market Share (2021-2026)
- 7.12.5 M.B. Control & Systems Pvt. Ltd (India) Recent Developments/Updates
- 7.12.6 M.B. Control & Systems Pvt. Ltd (India) Competitive Strengths & Weaknesses

8 INDUSTRY CHAIN ANALYSIS

- 8.1 SCADA Industry Chain
- 8.2 SCADA Upstream Analysis
- 8.3 SCADA Midstream Analysis
- 8.4 SCADA Downstream Analysis

9 RESEARCH FINDINGS AND CONCLUSION

10 APPENDIX

- 10.1 Methodology
- 10.2 Research Process and Data Source
- 10.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World PVC Paste Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World PVC Paste Production Value by Region (2021-2026) & (USD Million)

Table 3. World PVC Paste Production Value by Region (2027-2032) & (USD Million)

Table 4. World PVC Paste Production Value Market Share by Region (2021-2026)

Table 5. World PVC Paste Production Value Market Share by Region (2027-2032)

Table 6. World PVC Paste Production by Region (2021-2026) & (K MT)

Table 7. World PVC Paste Production by Region (2027-2032) & (K MT)

Table 8. World PVC Paste Production Market Share by Region (2021-2026)

Table 9. World PVC Paste Production Market Share by Region (2027-2032)

Table 10. World PVC Paste Average Price by Region (2021-2026) & (USD/MT)

Table 11. World PVC Paste Average Price by Region (2027-2032) & (USD/MT)

Table 12. PVC Paste Major Market Trends

Table 13. World PVC Paste Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K MT)

Table 14. World PVC Paste Consumption by Region (2021-2026) & (K MT)

Table 15. World PVC Paste Consumption Forecast by Region (2027-2032) & (K MT)

Table 16. World PVC Paste Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key PVC Paste Producers in 2025

Table 18. World PVC Paste Production by Manufacturer (2021-2026) & (K MT)

Table 19. Production Market Share of Key PVC Paste Producers in 2025

Table 20. World PVC Paste Average Price by Manufacturer (2021-2026) & (USD/MT)

Table 21. Global PVC Paste Company Evaluation Quadrant

Table 22. World PVC Paste Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and PVC Paste Production Site of Key Manufacturer

Table 24. PVC Paste Market: Company Product Type Footprint

Table 25. PVC Paste Market: Company Product Application Footprint

Table 26. PVC Paste Competitive Factors

Table 27. PVC Paste New Entrant and Capacity Expansion Plans

Table 28. PVC Paste Mergers & Acquisitions Activity

Table 29. United States VS China PVC Paste Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China PVC Paste Production Comparison, (2021 & 2025 &

2032) & (K MT)

Table 31. United States VS China PVC Paste Consumption Comparison, (2021 & 2025 & 2032) & (K MT)

Table 32. United States Based PVC Paste Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers PVC Paste Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers PVC Paste Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers PVC Paste Production (2021-2026) & (K MT)

Table 36. United States Based Manufacturers PVC Paste Production Market Share (2021-2026)

Table 37. China Based PVC Paste Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers PVC Paste Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers PVC Paste Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers PVC Paste Production, (2021-2026) & (K MT)

Table 41. China Based Manufacturers PVC Paste Production Market Share (2021-2026)

Table 42. Rest of World Based PVC Paste Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers PVC Paste Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers PVC Paste Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers PVC Paste Production, (2021-2026) & (K MT)

Table 46. Rest of World Based Manufacturers PVC Paste Production Market Share (2021-2026)

Table 47. World PVC Paste Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World PVC Paste Production by Type (2021-2026) & (K MT)

Table 49. World PVC Paste Production by Type (2027-2032) & (K MT)

Table 50. World PVC Paste Production Value by Type (2021-2026) & (USD Million)

Table 51. World PVC Paste Production Value by Type (2027-2032) & (USD Million)

Table 52. World PVC Paste Average Price by Type (2021-2026) & (USD/MT)

- Table 53. World PVC Paste Average Price by Type (2027-2032) & (USD/MT)
- Table 54. World PVC Paste Production Value by Viscosity, (USD Million), 2021 & 2025 & 2032
- Table 55. World PVC Paste Production by Viscosity (2021-2026) & (K MT)
- Table 56. World PVC Paste Production by Viscosity (2027-2032) & (K MT)
- Table 57. World PVC Paste Production Value by Viscosity (2021-2026) & (USD Million)
- Table 58. World PVC Paste Production Value by Viscosity (2027-2032) & (USD Million)
- Table 59. World PVC Paste Average Price by Viscosity (2021-2026) & (USD/MT)
- Table 60. World PVC Paste Average Price by Viscosity (2027-2032) & (USD/MT)
- Table 61. World PVC Paste Production Value by Morphology, (USD Million), 2021 & 2025 & 2032
- Table 62. World PVC Paste Production by Morphology (2021-2026) & (K MT)
- Table 63. World PVC Paste Production by Morphology (2027-2032) & (K MT)
- Table 64. World PVC Paste Production Value by Morphology (2021-2026) & (USD Million)
- Table 65. World PVC Paste Production Value by Morphology (2027-2032) & (USD Million)
- Table 66. World PVC Paste Average Price by Morphology (2021-2026) & (USD/MT)
- Table 67. World PVC Paste Average Price by Morphology (2027-2032) & (USD/MT)
- Table 68. World PVC Paste Production Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 69. World PVC Paste Production by Application (2021-2026) & (K MT)
- Table 70. World PVC Paste Production by Application (2027-2032) & (K MT)
- Table 71. World PVC Paste Production Value by Application (2021-2026) & (USD Million)
- Table 72. World PVC Paste Production Value by Application (2027-2032) & (USD Million)
- Table 73. World PVC Paste Average Price by Application (2021-2026) & (USD/MT)
- Table 74. World PVC Paste Average Price by Application (2027-2032) & (USD/MT)
- Table 75. Westlake Vinnolit Basic Information, Manufacturing Base and Competitors
- Table 76. Westlake Vinnolit Major Business
- Table 77. Westlake Vinnolit PVC Paste Product and Services
- Table 78. Westlake Vinnolit PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 79. Westlake Vinnolit Recent Developments/Updates
- Table 80. Westlake Vinnolit Competitive Strengths & Weaknesses
- Table 81. Kem One Basic Information, Manufacturing Base and Competitors
- Table 82. Kem One Major Business
- Table 83. Kem One PVC Paste Product and Services

- Table 84. Kem One PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. Kem One Recent Developments/Updates
- Table 86. Kem One Competitive Strengths & Weaknesses
- Table 87. Vestolit Basic Information, Manufacturing Base and Competitors
- Table 88. Vestolit Major Business
- Table 89. Vestolit PVC Paste Product and Services
- Table 90. Vestolit PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Vestolit Recent Developments/Updates
- Table 92. Vestolit Competitive Strengths & Weaknesses
- Table 93. INEOS Basic Information, Manufacturing Base and Competitors
- Table 94. INEOS Major Business
- Table 95. INEOS PVC Paste Product and Services
- Table 96. INEOS PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. INEOS Recent Developments/Updates
- Table 98. INEOS Competitive Strengths & Weaknesses
- Table 99. SCG Chemicals Basic Information, Manufacturing Base and Competitors
- Table 100. SCG Chemicals Major Business
- Table 101. SCG Chemicals PVC Paste Product and Services
- Table 102. SCG Chemicals PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. SCG Chemicals Recent Developments/Updates
- Table 104. SCG Chemicals Competitive Strengths & Weaknesses
- Table 105. Kaneka Basic Information, Manufacturing Base and Competitors
- Table 106. Kaneka Major Business
- Table 107. Kaneka PVC Paste Product and Services
- Table 108. Kaneka PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 109. Kaneka Recent Developments/Updates
- Table 110. Kaneka Competitive Strengths & Weaknesses
- Table 111. Tosoh Corporation Basic Information, Manufacturing Base and Competitors
- Table 112. Tosoh Corporation Major Business
- Table 113. Tosoh Corporation PVC Paste Product and Services
- Table 114. Tosoh Corporation PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. Tosoh Corporation Recent Developments/Updates
- Table 116. Tosoh Corporation Competitive Strengths & Weaknesses

- Table 117. Hanwha Basic Information, Manufacturing Base and Competitors
- Table 118. Hanwha Major Business
- Table 119. Hanwha PVC Paste Product and Services
- Table 120. Hanwha PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 121. Hanwha Recent Developments/Updates
- Table 122. Hanwha Competitive Strengths & Weaknesses
- Table 123. LG Chem Basic Information, Manufacturing Base and Competitors
- Table 124. LG Chem Major Business
- Table 125. LG Chem PVC Paste Product and Services
- Table 126. LG Chem PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. LG Chem Recent Developments/Updates
- Table 128. LG Chem Competitive Strengths & Weaknesses
- Table 129. Chemplast Sanmar Basic Information, Manufacturing Base and Competitors
- Table 130. Chemplast Sanmar Major Business
- Table 131. Chemplast Sanmar PVC Paste Product and Services
- Table 132. Chemplast Sanmar PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. Chemplast Sanmar Recent Developments/Updates
- Table 134. Chemplast Sanmar Competitive Strengths & Weaknesses
- Table 135. Shenyang Chemical Basic Information, Manufacturing Base and Competitors
- Table 136. Shenyang Chemical Major Business
- Table 137. Shenyang Chemical PVC Paste Product and Services
- Table 138. Shenyang Chemical PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 139. Shenyang Chemical Recent Developments/Updates
- Table 140. Shenyang Chemical Competitive Strengths & Weaknesses
- Table 141. Anhui Tianchen Chemical Basic Information, Manufacturing Base and Competitors
- Table 142. Anhui Tianchen Chemical Major Business
- Table 143. Anhui Tianchen Chemical PVC Paste Product and Services
- Table 144. Anhui Tianchen Chemical PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Anhui Tianchen Chemical Recent Developments/Updates
- Table 146. Anhui Tianchen Chemical Competitive Strengths & Weaknesses
- Table 147. Inner Mongolia Yidong Group Basic Information, Manufacturing Base and Competitors

- Table 148. Inner Mongolia Yidong Group Major Business
- Table 149. Inner Mongolia Yidong Group PVC Paste Product and Services
- Table 150. Inner Mongolia Yidong Group PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 151. Inner Mongolia Yidong Group Recent Developments/Updates
- Table 152. Inner Mongolia Yidong Group Competitive Strengths & Weaknesses
- Table 153. Shandong Langhui Basic Information, Manufacturing Base and Competitors
- Table 154. Shandong Langhui Major Business
- Table 155. Shandong Langhui PVC Paste Product and Services
- Table 156. Shandong Langhui PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 157. Shandong Langhui Recent Developments/Updates
- Table 158. Shandong Langhui Competitive Strengths & Weaknesses
- Table 159. Inner Mongolia Junzheng Group Basic Information, Manufacturing Base and Competitors
- Table 160. Inner Mongolia Junzheng Group Major Business
- Table 161. Inner Mongolia Junzheng Group PVC Paste Product and Services
- Table 162. Inner Mongolia Junzheng Group PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 163. Inner Mongolia Junzheng Group Recent Developments/Updates
- Table 164. Inner Mongolia Junzheng Group Competitive Strengths & Weaknesses
- Table 165. Xinjiang Tianye Basic Information, Manufacturing Base and Competitors
- Table 166. Xinjiang Tianye Major Business
- Table 167. Xinjiang Tianye PVC Paste Product and Services
- Table 168. Xinjiang Tianye PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 169. Xinjiang Tianye Recent Developments/Updates
- Table 170. Xinjiang Tianye Competitive Strengths & Weaknesses
- Table 171. Zhongtai Chemical Basic Information, Manufacturing Base and Competitors
- Table 172. Zhongtai Chemical Major Business
- Table 173. Zhongtai Chemical PVC Paste Product and Services
- Table 174. Zhongtai Chemical PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 175. Zhongtai Chemical Recent Developments/Updates
- Table 176. Zhongtai Chemical Competitive Strengths & Weaknesses
- Table 177. Tangshan Sanyou Group Basic Information, Manufacturing Base and Competitors

- Table 178. Tangshan Sanyou Group Major Business
- Table 179. Tangshan Sanyou Group PVC Paste Product and Services
- Table 180. Tangshan Sanyou Group PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 181. Tangshan Sanyou Group Recent Developments/Updates
- Table 182. Tangshan Sanyou Group Competitive Strengths & Weaknesses
- Table 183. Formosa Ningbo Basic Information, Manufacturing Base and Competitors
- Table 184. Formosa Ningbo Major Business
- Table 185. Formosa Ningbo PVC Paste Product and Services
- Table 186. Formosa Ningbo PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 187. Formosa Ningbo Recent Developments/Updates
- Table 188. Formosa Ningbo Competitive Strengths & Weaknesses
- Table 189. Jining Zhongyin Electrochemical Basic Information, Manufacturing Base and Competitors
- Table 190. Jining Zhongyin Electrochemical Major Business
- Table 191. Jining Zhongyin Electrochemical PVC Paste Product and Services
- Table 192. Jining Zhongyin Electrochemical PVC Paste Production (K MT), Price (USD/MT), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 193. Jining Zhongyin Electrochemical Recent Developments/Updates
- Table 194. Jining Zhongyin Electrochemical Competitive Strengths & Weaknesses
- Table 195. Global Key Players of PVC Paste Upstream (Raw Materials)
- Table 196. Global PVC Paste Typical Customers
- Table 197. PVC Paste Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. PVC Paste Picture

Figure 2. World PVC Paste Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World PVC Paste Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World PVC Paste Production (2021-2032) & (K MT)

Figure 5. World PVC Paste Average Price (2021-2032) & (USD/MT)

Figure 6. World PVC Paste Production Value Market Share by Region (2021-2032)

Figure 7. World PVC Paste Production Market Share by Region (2021-2032)

Figure 8. North America PVC Paste Production (2021-2032) & (K MT)

Figure 9. Europe PVC Paste Production (2021-2032) & (K MT)

Figure 10. China PVC Paste Production (2021-2032) & (K MT)

Figure 11. South Korea PVC Paste Production (2021-2032) & (K MT)

Figure 12. Japan PVC Paste Production (2021-2032) & (K MT)

Figure 13. Southeast Asia PVC Paste Production (2021-2032) & (K MT)

Figure 14. PVC Paste Market Drivers

Figure 15. Factors Affecting Demand

Figure 16. World PVC Paste Consumption (2021-2032) & (K MT)

Figure 17. World PVC Paste Consumption Market Share by Region (2021-2032)

Figure 18. United States PVC Paste Consumption (2021-2032) & (K MT)

Figure 19. China PVC Paste Consumption (2021-2032) & (K MT)

Figure 20. Europe PVC Paste Consumption (2021-2032) & (K MT)

Figure 21. Japan PVC Paste Consumption (2021-2032) & (K MT)

Figure 22. South Korea PVC Paste Consumption (2021-2032) & (K MT)

Figure 23. ASEAN PVC Paste Consumption (2021-2032) & (K MT)

Figure 24. India PVC Paste Consumption (2021-2032) & (K MT)

Figure 25. Producer Shipments of PVC Paste by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 26. Global Four-firm Concentration Ratios (CR4) for PVC Paste Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for PVC Paste Markets in 2025

Figure 28. United States VS China: PVC Paste Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: PVC Paste Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: PVC Paste Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers PVC Paste Production Market Share

2025

Figure 32. China Based Manufacturers PVC Paste Production Market Share 2025

Figure 33. Rest of World Based Manufacturers PVC Paste Production Market Share 2025

Figure 34. World PVC Paste Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World PVC Paste Production Value Market Share by Type in 2025

Figure 36. Micro Suspension Method

Figure 37. Emulsion Method

Figure 38. World PVC Paste Production Market Share by Type (2021-2032)

Figure 39. World PVC Paste Production Value Market Share by Type (2021-2032)

Figure 40. World PVC Paste Average Price by Type (2021-2032) & (USD/MT)

Figure 41. World PVC Paste Production Value by Viscosity, (USD Million), 2021 & 2025 & 2032

Figure 42. World PVC Paste Production Value Market Share by Viscosity in 2025

Figure 43. Low Viscosity Grades (K-value ~50–60)

Figure 44. Medium Viscosity Grades (K-value ~60–65)

Figure 45. High Viscosity Grades (K-value ~65–70+)

Figure 46. World PVC Paste Production Market Share by Viscosity (2021-2032)

Figure 47. World PVC Paste Production Value Market Share by Viscosity (2021-2032)

Figure 48. World PVC Paste Average Price by Viscosity (2021-2032) & (USD/MT)

Figure 49. World PVC Paste Production Value by Morphology, (USD Million), 2021 & 2025 & 2032

Figure 50. World PVC Paste Production Value Market Share by Morphology in 2025

Figure 51. Porous-Type Paste Resin

Figure 52. Dense-Type Paste Resin

Figure 53. Mixed Morphology Resin

Figure 54. World PVC Paste Production Market Share by Morphology (2021-2032)

Figure 55. World PVC Paste Production Value Market Share by Morphology (2021-2032)

Figure 56. World PVC Paste Average Price by Morphology (2021-2032) & (USD/MT)

Figure 57. World PVC Paste Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 58. World PVC Paste Production Value Market Share by Application in 2025

Figure 59. PVC Gloves

Figure 60. Artificial Leather

Figure 61. Automotive Interiors

Figure 62. Wallpaper

Figure 63. Plastic Floor

Figure 64. Paint and Coatings

Figure 65. Others

Figure 66. World PVC Paste Production Market Share by Application (2021-2032)

Figure 67. World PVC Paste Production Value Market Share by Application (2021-2032)

Figure 68. World PVC Paste Average Price by Application (2021-2032) & (USD/MT)

Figure 69. PVC Paste Industry Chain

Figure 70. PVC Paste Procurement Model

Figure 71. PVC Paste Sales Model

Figure 72. PVC Paste Sales Channels, Direct Sales, and Distribution

Figure 73. Methodology

Figure 74. Research Process and Data Source

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