

Global Thermoplastic Direct Roving Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Thermoplastic Direct Roving market size is expected to reach \$ 4526 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

Thermoplastic direct roving is an untwisted continuous glass fiber roving treated with sizing systems compatible with thermoplastic resins such as PP, PA, PBT, PET, PC, ABS and AS. It is mainly used in long-fiber reinforced thermoplastics, LFT, LFRT, GMT, twin-screw extrusion, injection molding, extrusion molding and thermoplastic composite reinforcement. Key upstream materials include silica sand, pyrophyllite, limestone, boron minerals, soda ash, kaolin, alumina, E-glass/ECR-glass formulations, silane-based coupling agents, polyurethane-based sizing and thermoplastic-compatible sizing systems. Major downstream applications include automotive lightweight parts, electrical and electronic housings, home appliances, rail transit, construction profiles, industrial structural components, sports and leisure products, and recyclable composite materials.

In 2025, global thermoplastic direct roving production reached approximately 2 .8 million tons, with an average global market price is \$1,000 per ton.

From a global industry perspective, thermoplastic direct roving is a key base reinforcement for glass-fiber-reinforced thermoplastic composites. Compared with thermoset direct roving, thermoplastic direct roving places stronger emphasis on fast wet-out in molten thermoplastic resin, interfacial compatibility, fiber dispersion and mechanical performance after injection molding or compression molding. Compared with chopped fiberglass, direct roving can retain longer fiber length in LFT, D-LFT and CFRT processes, improving impact performance, stiffness and structural load-bearing capability. Johns Manville defines direct roving as single-end roving and notes that it

can be used to reinforce thermoplastic compounds such as polypropylene and polyamide; in the LFT process, roving strands are rapidly impregnated through pultrusion, cooled and then cut into specified-length long-fiber thermoplastic pellets.

In terms of industry trends, thermoplastic direct roving is moving toward faster wet-out, higher fiber-length retention, lower fuzz, fewer breaks, lower static, resin-specific sizing, high-heat polymer compatibility and stronger automation compatibility. Traditional fiberglass roving focused mainly on tex, strength and price, while thermoplastic direct roving is more strongly evaluated by continuous processing stability in twin-screw extrusion, pultrusion impregnation, D-LFT in-line compounding, thermo-compression molding, tape placement and organosheet production. Johns Manville states that direct roving for structural thermoplastics is used to produce tapes, woven fabrics and non-crimp fabrics, and is treated with special sizing for compatibility with PP, PA or high-heat polymers. Product references for LFT direct roving also describe compatibility with LFT-G and LFT-D processes and resin systems such as PP, PA, TPU and PET.

The main growth drivers come from three areas. First, automotive lightweighting, metal replacement, modular structural parts and electric vehicles are increasing demand for high-stiffness, high-impact and recyclable thermoplastic composites, supporting applications in front-end modules, underbody shields, seat structures, instrument-panel carriers, battery-pack components and semi-structural parts. Second, LFT, D-LFT, GMT, CFRT and thermoplastic tape processes offer short molding cycles, weldability, recyclability and suitability for automated production, increasing downstream demand for stable feeding, fast wet-out and low-defect fiberglass direct roving. Third, growth in electrical and electronics, industrial equipment, rail transit, home appliances and high-heat engineering plastics is turning thermoplastic direct roving from a general reinforcement input into a critical intermediate material affecting strength, toughness, dimensional stability, processing efficiency and batch consistency in thermoplastic composites.

This report studies the global Thermoplastic Direct Roving production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Thermoplastic Direct Roving total production and demand, 2021-2032, (Kilotons)

Global Thermoplastic Direct Roving total production value, 2021-2032, (USD Million)

Global Thermoplastic Direct Roving production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Thermoplastic Direct Roving consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Thermoplastic Direct Roving domestic production, consumption, key domestic manufacturers and share

Global Thermoplastic Direct Roving production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Thermoplastic Direct Roving production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Thermoplastic Direct Roving production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Thermoplastic Direct Roving 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 China Jushi, Praana Group (Owens Corning), Saint-Gobain Vetrotex, Nippon Electric Glass, Taishan Fiberglass, CPIC, AGY Holding Corp., Valmiera Glass Group, Johns Manville, Taiwan Glass Group, 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 Thermoplastic Direct Roving market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kilotons) and average price (US\$/Ton) 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 Thermoplastic Direct Roving Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Thermoplastic Direct Roving Market, Segmentation by Type:

PP-compatible Direct Roving

PA-compatible Direct Roving

PET-compatible Direct Roving

Others

Global Thermoplastic Direct Roving Market, Segmentation by Glass Composition:

E-glass

ECR-glass

AR-glass

Others

Global Thermoplastic Direct Roving Market, Segmentation by Linear Density:

Below 1200tex

1200?2400tex

2400tex and Above

Global Thermoplastic Direct Roving Market, Segmentation by Application:

Construction and Infrastructure

Pipes and Tanks

Transportation

Industrial Equipment

Others

Companies Profiled:

China Jushi

Praana Group (Owens Corning)

Saint-Gobain Vetrotex

Nippon Electric Glass

Taishan Fiberglass

CPIC

AGY Holding Corp.

Valmiera Glass Group

Johns Manville

Taiwan Glass Group

3B Fibreglass

Sichuan Weibo New Material Group

Shandong Fiberglass Group

Key Questions Answered:

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

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