

Global Thermoplastic Polyurethane (TPU) for Consumer Products Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G2FCF44ECBE0EN.html>

Date: August 2026

Pages: 145

Price: US\$ 3,480.00 (Single User License)

ID: G2FCF44ECBE0EN

Abstracts

According to our (Global Info Research) latest study, the global Thermoplastic Polyurethane (TPU) for Consumer Products market size was valued at US\$ 6482 million in 2025 and is forecast to a readjusted size of US\$ 9326 million by 2032 with a CAGR of 5.5% during review period.

In 2025, global sales volume of thermoplastic polyurethane (TPU) for consumer goods reached 2.1 million metric tons, with an average selling price of approximately \$3,000 per ton.

Consumer thermoplastic polyurethane (TPU) is a polymer material formed through the polymerization reaction of diisocyanates (such as MDI or TDI), macromolecular polyols (polyesters or polyethers), and chain extenders (such as 1,4-butanediol). It is an (AB)_n-type segmented linear polymer. Its molecular structure consists of alternating flexible soft segments (polyester/polyether polyols) and rigid hard segments (diisocyanate-chain extenders), forming a reversible physical crosslinking network through hydrogen bonds. This structure gives TPU the properties of both rubber elasticity and plastic processability, making it widely used in consumer products.

Key market drivers include the following:

Growth in the TPU market for consumer goods is primarily driven by the demand for flexibility, lightweight properties, and durability. TPU combines elasticity, wear resistance, oil resistance, low-temperature resilience, and processability, making it widely used in footwear, mobile phone cases, cables, films, sports equipment, luggage accessories, wearable devices, and daily necessities. Compared to certain traditional

rubber and plastic materials, TPU offers advantages in tactile feel, transparency, resilience, and design flexibility, making it well-suited for product upgrades and differentiated designs in the consumer goods sector.

Secondly, trends in athleisure, smart wearables, and personalized consumption have expanded the scope of TPU applications. Rising consumer expectations regarding comfort, protection, aesthetic quality, and product longevity are driving brands to adopt higher-performance materials for components such as shoe sole cushioning, protective cases, protective films, watch straps, and soft structural parts. TPU enables diverse designs through variations in hardness, transparency, color, and processing methods, meeting brand requirements for balancing functionality with aesthetics.

Furthermore, the shift toward sustainable materials and improvements in processing efficiency are providing new momentum for the TPU market. Consumer goods companies are increasingly prioritizing material recyclability, low odor, environmental certifications, and supply chain stability; consequently, TPU holds the potential to replace traditional materials in certain applications. Future market competition will center on material formulations, processing stability, yellowing resistance, low VOC levels, tactile optimization, and the ability to secure certification from brand-name clients. Material suppliers capable of providing customized grades and application development support will enjoy a competitive advantage.

This report is a detailed and comprehensive analysis for global Thermoplastic Polyurethane (TPU) for Consumer Products 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 Thermoplastic Polyurethane (TPU) for Consumer Products market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Thermoplastic Polyurethane (TPU) for Consumer Products market size and forecasts by region and country, in consumption value (\$ Million), sales quantity

(Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Thermoplastic Polyurethane (TPU) for Consumer Products market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2021-2032

Global Thermoplastic Polyurethane (TPU) for Consumer Products market shares of main players, shipments in revenue (\$ Million), sales quantity (Kilotons), and ASP (US\$/Ton), 2021-2026

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 Thermoplastic Polyurethane (TPU) for Consumer Products

- 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 Thermoplastic Polyurethane (TPU) for Consumer Products 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 BASF, Huntsman, Covestro, Lubrizol, Wanhua Chemical, Miracll Chemicals, Huaфон Group, Dawn Group, Shandong Yinuowei Polyurethane Co., Ltd., Suzhou Austin New Materials Technology Co., Ltd., etc.

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

Market Segmentation

Thermoplastic Polyurethane (TPU) for Consumer Products market is split by Type and by Application. For the period 2021-2032, 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

Polyester TPU

Polyether TPU

Other

Market segment by Technology

Injection Molding Grade

Extrusion Grade

Calendering/Casting Grade

Blow Molding Grade

Market segment by Hardness

Ultra-soft Grade (%oO% 60A)

Soft Grade (60A - 85A)

Standard Grade (85A - 98A)

Hard Grade (55D - 75D)

Market segment by Application

Shoes

Bags

Apparel

Other

Major players covered

BASF

Huntsman

Covestro

Lubrizol

Wanhua Chemical

Miracll Chemicals

Huafon Group

Dawn Group

Shandong Yinuowei Polyurethane Co., Ltd.

Suzhou Austin New Materials Technology Co., Ltd.

Kunzhong Co., Ltd.

Trinseo

Hexpol

COIM Group

DIC Corporation

Nippon Miractran

Nihon Matai

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 Thermoplastic Polyurethane (TPU) for Consumer Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Thermoplastic Polyurethane (TPU) for Consumer Products, with price, sales quantity, revenue, and global market share of Thermoplastic Polyurethane (TPU) for Consumer Products from 2021 to 2026.

Chapter 3, the Thermoplastic Polyurethane (TPU) for Consumer Products competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Thermoplastic Polyurethane (TPU) for Consumer Products breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021

to 2026.and Thermoplastic Polyurethane (TPU) for Consumer Products market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Thermoplastic Polyurethane (TPU) for Consumer Products.

Chapter 14 and 15, to describe Thermoplastic Polyurethane (TPU) for Consumer Products sales channel, distributors, customers, research findings and conclusion.

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