

Global Thermoplastic Polyurethane (TPU) for Consumer Products Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Thermoplastic Polyurethane (TPU) for Consumer Products market size is expected to reach \$ 9326 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

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 studies the global Thermoplastic Polyurethane (TPU) for Consumer Products production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Thermoplastic Polyurethane (TPU) for Consumer Products 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 Polyurethane (TPU) for Consumer Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Thermoplastic Polyurethane (TPU) for Consumer Products total production and demand, 2021-2032, (Kilotons)

Global Thermoplastic Polyurethane (TPU) for Consumer Products total production value, 2021-2032, (USD Million)

Global Thermoplastic Polyurethane (TPU) for Consumer Products production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Thermoplastic Polyurethane (TPU) for Consumer Products consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Thermoplastic Polyurethane (TPU) for Consumer Products domestic production, consumption, key domestic manufacturers and share

Global Thermoplastic Polyurethane (TPU) for Consumer Products production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Thermoplastic Polyurethane (TPU) for Consumer Products production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Thermoplastic Polyurethane (TPU) for Consumer Products production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Thermoplastic Polyurethane (TPU) for Consumer Products 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 BASF, Huntsman, Covestro, Lubrizol, Wanhua Chemical, Miracll Chemicals, Huafo 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Thermoplastic Polyurethane (TPU) for Consumer Products 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 Polyurethane (TPU) for Consumer Products Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Thermoplastic Polyurethane (TPU) for Consumer Products Market,
Segmentation by Type:

Polyester TPU

Polyether TPU

Other

Global Thermoplastic Polyurethane (TPU) for Consumer Products Market,
Segmentation by Technology:

Injection Molding Grade

Extrusion Grade

Calendering/Casting Grade

Blow Molding Grade

Global Thermoplastic Polyurethane (TPU) for Consumer Products Market,
Segmentation by Hardness:

Ultra-soft Grade (
Soft Grade (60A - 85A)

Standard Grade (85A - 98A)

Hard Grade (55D - 75D)

Global Thermoplastic Polyurethane (TPU) for Consumer Products Market,
Segmentation by Application:

Shoes

Bags

Apparel

Other

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Thermoplastic Polyurethane (TPU) for Consumer Products market?
2. What is the demand of the global Thermoplastic Polyurethane (TPU) for Consumer Products market?
3. What is the year over year growth of the global Thermoplastic Polyurethane (TPU) for Consumer Products market?
4. What is the production and production value of the global Thermoplastic Polyurethane (TPU) for Consumer Products market?
5. Who are the key producers in the global Thermoplastic Polyurethane (TPU) for Consumer Products market?
6. What are the growth factors driving the market demand?

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