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Polyvinyl Alcohol (PVA) Market Size, Share & Trends Analysis Report By End Use (Paper, Food Packaging, Construction, Electronics), By Region, And Segment Forecasts, 2019 - 2025

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Abstracts

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The global polyvinyl alcohol market size is expected to reach USD 1.2 billion by 2025, expanding at a CAGR 6.1% over a forecast period, according to a new report by Grand View Research, Inc. Increasing need for bio-based PVA products is a key growth factor for the global market. In addition, rising demand from Asia Pacific is expected to propel demand over the forecast period.

PVA is a synthetic water-soluble polymer, widely used in formulation processes in various end-use industries. Demand for the same mainly stems from the packaging industry, as it is an excellent barrier to oxygen and has high water solubility and biodegradable properties.

In terms of volume, food packaging emerged as the largest end-use segment by revenue in 2016 and is anticipated to continue this trend over the forecast period at a 5.6% CAGR. Increasing need for biocompatible and non-toxic packaging solutions in the food and beverage industry is expected to drive the market. PVA is extensively used in this industry owing to its advantageous properties such as good crosslinking density and moisture resistance.

Demand for PVA is expected to rise owing to growth in various end-use industries in Asia Pacific. Different grades of polyvinyl alcohol are used in the papermaking process with high, intermediate, and low viscosities. These grades can be fully, partially, or

intermediately hydrolyzed in nature.

Further key findings from the report suggest:

The construction segment will experience the fastest growth in terms of value, registering a CAGR of 7.9% from 2017 to 2025. This is on account of its characteristics such as excellent degree of swelling, non-embrittlement, and water resistance. Growing infrastructural development activities in emerging economies are also expected to augment segment growth

Food packaging emerged as the largest end-use segment in terms of volume in 2016 and is estimated to reach a demand of 525.4 kilo tons by 2025

The market in Asia Pacific is projected to witness substantial growth over the next few years owing to robust growth in various end-use industries, especially in the food packaging industry. In terms of revenue, the regional market is expected to register a CAGR of 6.8% from 2017 to 2025

Key players in the market include E. I. du Pont de Nemours and Company, Nippon Synthetic Chemical Industry Co., Eastman Chemical Company, and Sekisui Chemical Co. Ltd.

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