

# **Polyvinylpyrrolidone Market Size, Share & Trends Analysis Report By Application (Adhesives, Pharmaceuticals, Cosmetics, Food & Beverage), By Region (North America, Europe, Asia Pacific, Latin America, Middle East & Africa), And Segment Forecasts, 2026 - 2033**

<https://marketpublishers.com/r/P8B9EA6B18EAEN.html>

Date: January 2026

Pages: 80

Price: US\$ 5,950.00 (Single User License)

ID: P8B9EA6B18EAEN

## **Abstracts**

The global polyvinylpyrrolidone market size was estimated at USD 2,925.5 million in 2025 and is projected to reach USD 5,915.3 million by 2033, growing at a CAGR of 9.3% from 2026 to 2033. The demand for polyvinylpyrrolidone (PVP) is on the rise due to its expanding use in cosmetics, food and beverages, adhesives, and pharmaceuticals.

A prominent factor contributing to this growth is the increasing popularity of hair care products within the cosmetics sector. The increased use of PVP in the production of shampoos, conditioners, hair sprays, mousses, and hair dyes is expected to drive industry growth.

The product's superior properties, including excellent film-forming, anti-microbial, moisture-holding, and non-allergic properties offered by the polymer, are anticipated to be the key factors driving the industry's growth. Furthermore, the rising use of the product in manufacturing nail enamels, lipsticks, skin creams, sunscreen, and mascara is likely to propel PVP demand over the forecast period.

Increasing demand for polyvinylpyrrolidone in brew beverages as a stabilizer is expected to propel demand over the forecast period. Furthermore, rising application scope of PVP in various non-alcoholic drinks such as vinegar, tea drinks, and fruit juices

is anticipated to drive the growth of the polyvinylpyrrolidone industry.

Polyvinylpyrrolidone (PVP) is a versatile synthetic polymer widely used across nanotechnology, pharmaceuticals, and polymer chemistry due to its amphiphilic nature and excellent solubility. In nanoparticle synthesis, it stabilizes by adsorbing onto metal surfaces, such as silver or gold, preventing aggregation through steric repulsion. It also serves as a capping agent during the formation of rod-like hydroxyapatite (HAp) nanoparticles, regulating crystal growth for biomedical applications. In the pharmaceutical industry, PVP serves as a drug carrier, enhancing the solubility and bioavailability of poorly water-soluble drugs through solid dispersion systems, as exemplified by formulations such as ibuprofen or ritonavir. Additionally, it is employed as an emulsifier in solution polymerization, such as in the production of vinyl acetate polymers, and as a disintegrant in tablet formulations to enhance drug release. These diverse applications underscore PVP's critical role in enabling advanced material synthesis and enhancing drug performance.

The increasing demand for polyvinylpyrrolidone in the manufacturing of adhesives is expected to be a major driver of market growth. The product exhibits a unique cohesive property, making it an excellent binder for various surfaces, including metal, plastic, glass, fabric, and paper. The good dispersion stability, low toxicity, excellent bonding strength, and thixotropy offered by PVP are anticipated to have a positive impact on the growth in adhesive applications. The rising demand for manufacturing inks, polishing agents, sintered glaze materials, and paints is expected to propel growth over the forecast period.

## Global Polyvinylpyrrolidone Market Report Segmentation

This report forecasts volume & revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2033. For this study, Grand View Research has segmented the global polyvinylpyrrolidone market report based on application and region:

Application Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2033)

Adhesives

Pharmaceutical

Cosmetics

Food & beverage

Others

Regional Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

Italy

France

UK

Spain

Asia Pacific

China

India

Japan

South Korea

Thailand

Indonesia

Malaysia

Australia

Latin America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

South Africa

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