

# **Polyvinylpyrrolidone (PVP) Market Analysis By Application (Adhesives, Pharmaceuticals, Cosmetics and Food & Beverage) And Segment Forecasts To 2024**

<https://marketpublishers.com/r/PB84EB0A5F0EN.html>

Date: March 2013

Pages: 75

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

ID: PB84EB0A5F0EN

## **Abstracts**

The global PVP market is expected to reach USD 2.75 billion by 2024, according to a new report by Grand View Research, Inc. Growing demand for the product in the pharmaceutical industry as an excipient and binder is expected to be a key driver for the market growth.

The product exhibits various properties such as superb film forming, good solubility and physiological impermissibility, which makes it suitable for manufacturing various drugs. The product is widely used in manufacturing tablets, particles, capsules, oral liquids, injections and sterilization disinfectant, thus promoting its growth over the projected period.

The increasing use of the polymer in brew beverages as a stabilizer is expected to propel demand over the forecast period. Furthermore, rising application scope of the polymer in various non-alcoholic drinks including, vinegar, tea drinks, and fruit juices are expected to drive the market growth. The product has the ability to prevent turbidity phenomenon in liquids and helps to improve flavor, stability and storage time of the concerned beverage. Growing use of the product, especially cross-linked polyvinylpyrrolidone in alcoholic drinks such as wine is likely to open new avenues for the product over the projected period.

Rising application scope of polymer in other applications including textile, agrochemicals, pulp & paper, coatings and consumer goods industry is anticipated to fuel growth. In the paper industry, polyvinylpyrrolidone is used to increase paper

strength and improve paper gloss. Rising demand for the product as a molding binder in industrial and civil applications is projected to spur demand for PVP over the next eight years.

Further key findings from the report suggest:

Pharmaceuticals was the largest application segment for the polymer and is expected to witness the fastest growth, growing at a CAGR over 8.5% from 2016 to 2024. Growing demand for PVP as a film former, particularly in ophthalmic solutions is expected to have a positive impact on the market over the next eight years. Rising demand for the product in the formulation of the novel drug as well as generic development process is likely to have a positive impact on the industry growth.

PVP demand in the adhesive application as valued at over USD 150.0 million in 2015. Rising application scope of the product in manufacturing solid glue sticks, re-humidified and pressure sensitive adhesives. PVP offers superior bonding strength, low toxicity, and longer lifespan as compared to other water-soluble polymers, which is expected to offer the product a distinctive competitive advantage as compared to its counterparts. Rising use of the product in manufacturing solid glue sticks, re-humidified and pressure sensitive adhesives is expected to propel growth over the forecast period.

Polyvinylpyrrolidone demand in Europe accounted for over 27.0% market share in 2015. Germany is one of the major cosmetics consumers in the world and dominated the European market in terms of volume. Growing demand for skin care products such as body lotions and creams and hair care products such as shampoo, conditioners and hair sprays is expected to have a positive impact on market growth over the next eight years.

Key players in the industry include BASF SE, Ashland Inc., Zhangzhou Huafu Chemical Co. Ltd., Hangzhou Motto Science & Technology Co. Ltd., Shanghai Yukung Water Soluble Material Tech Co., Ltd, and Shanghai Qifuqing Material Technology Co., Ltd.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Scope & Assumptions
- 1.3. List of Data Sources

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Polyvinylpyrrolidone Market- Industry summary and key buying criteria, 2013 - 2024

### CHAPTER 3. POLYVINYLPIRROLIDONE INDUSTRY OUTLOOK

- 3.1. Polyvinylpyrrolidone market segmentation
- 3.2. Polyvinylpyrrolidone market size and growth prospects, 2013 - 2024
- 3.3. Polyvinylpyrrolidone market - Value chain analysis
  - 3.3.1. Vendor landscape
- 3.4. Raw material outlook
- 3.5. Technology overview
- 3.6. Regulatory framework
- 3.7. Polyvinylpyrrolidone market dynamics
  - 3.7.1. Market driver analysis
    - 3.7.1.1. Growing demand for pharmaceutical industry
    - 3.7.1.2. Rising application scope in cosmetics industry
    - 3.7.1.3. Increasing demand for the product in food & beverage industry
  - 3.7.2. Market restraint analysis
    - 3.7.2.1. Presence of substitutes
- 3.8. Key market opportunities - Prioritized
- 3.9. Industry analysis - Porter's
- 3.10. Polyvinylpyrrolidone competitive scenario, 2015
- 3.11. Polyvinylpyrrolidone market PESTEL analysis, 2015

### CHAPTER 4. POLYVINYLPIRROLIDONE APPLICATION OUTLOOK

- 4.1. Global polyvinylpyrrolidone market share by application, 2015 & 2024
- 4.2. Adhesives
  - 4.2.1. Market estimates and forecast, 2013 - 2024
  - 4.2.2. Market estimates and forecast, by region, 2013 - 2024

#### 4.3. Pharmaceuticals

4.3.1. Market estimates and forecast, 2013 - 2024

4.3.2. Market estimates and forecast, by region, 2013 - 2024

#### 4.4. Cosmetics

4.4.1. Market estimates and forecast, 2013 - 2024

4.4.2. Market estimates and forecast, by region, 2013 - 2024

#### 4.5. Food & beverage

4.5.1. Market estimates and forecast, 2013 - 2024

4.5.2. Market estimates and forecast, by region, 2013 - 2024

#### 4.6. Other applications

4.6.1. Market estimates and forecast, 2013 - 2024

4.6.2. Market estimates and forecast, by region, 2013 - 2024

### **CHAPTER 5. POLYVINYLPIRROLIDONE REGIONAL OUTLOOK**

#### 5.1. Global PVP market share by region, 2015 & 2024

#### 5.2. North America

5.2.1. Market estimates and forecast, 2013 - 2024

5.2.2. Market estimates and forecast, by application, 2013 - 2024

##### 5.2.3. U.S.

5.2.3.1. Market estimates and forecast, 2013 - 2024

5.2.3.2. Market estimates and forecast, by application, 2013 - 2024

##### 5.2.4. Canada

5.2.4.1. Market estimates and forecast, 2013 - 2024

5.2.4.2. Market estimates and forecast, by application, 2013 - 2024

#### 5.3. Europe

5.3.1. Market estimates and forecast, 2013 - 2024

5.3.2. Market estimates and forecast, by application, 2013 - 2024

##### 5.3.3. Germany

5.3.3.1. Market estimates and forecast, 2013 - 2024

5.3.3.2. Market estimates and forecast, by application, 2013 - 2024

##### 5.3.4. UK

5.3.4.1. Market estimates and forecast, 2013 - 2024

5.3.4.2. Market estimates and forecast, by application, 2013 - 2024

#### 5.4. Asia Pacific

5.4.1. Market estimates and forecast, 2013 - 2024

5.4.2. Market estimates and forecast, by application, 2013 - 2024

##### 5.4.3. China

5.4.3.1. Market estimates and forecast, 2013 - 2024

- 5.4.3.2. Market estimates and forecast, by application, 2013 - 2024
- 5.4.4. India
  - 5.4.4.1. Market estimates and forecast, 2013 - 2024
  - 5.4.4.2. Market estimates and forecast, by application, 2013 - 2024
- 5.5. Latin America
  - 5.5.1. Market estimates and forecast, 2013 - 2024
  - 5.5.2. Market estimates and forecast, by application, 2013 - 2024
- 5.6. Middle East and Africa
  - 5.6.1. Market estimates and forecast, 2013 - 2024
  - 5.6.2. Market estimates and forecast, by application, 2013 - 2024

## **CHAPTER 6. COMPETITIVE LANDSCAPE**

- 6.1. BASF SE
  - 6.1.1. Company Overview
  - 6.1.2. Financial Performance
  - 6.1.3. Product Benchmarking
  - 6.1.4. Strategic Initiatives
- 6.2. ZhangzhouHuafu Chemical Co. Ltd.
  - 6.2.1. Company Overview
  - 6.2.2. Financial Performance
  - 6.2.3. Product Benchmarking
  - 6.2.4. Strategic Initiatives
- 6.3. Hangzhou Motto Science & Technology Co. Ltd.
  - 6.3.1. Company Overview
  - 6.3.2. Financial Performance
  - 6.3.3. Product Benchmarking
  - 6.3.4. Strategic Initiatives
- 6.4. Shanghai Yuking Water Soluble Material Tech Co., Ltd
  - 6.4.1. Company Overview
  - 6.4.2. Financial Performance
  - 6.4.3. Product Benchmarking
  - 6.4.4. Strategic Initiatives
- 6.5. Sigma-Aldrich Co. LLC
  - 6.5.1. Company Overview
  - 6.5.2. Financial Performance
  - 6.5.3. Product Benchmarking
  - 6.5.4. Strategic Initiatives
- 6.6. Shanghai Qifuqing Material Technology Co. Ltd.

- 6.6.1. Company Overview
- 6.6.2. Financial Performance
- 6.6.3. Product Benchmarking
- 6.6.4. Strategic Initiatives
- 6.7. Divnova Specialties Pvt. Ltd.
  - 6.7.1. Company Overview
  - 6.7.2. Financial Performance
  - 6.7.3. Product Benchmarking
  - 6.7.4. Strategic Initiatives
- 6.8. JH Nanhang Life Sciences Co. Ltd.
  - 6.8.1. Company Overview
  - 6.8.2. Financial Performance
  - 6.8.3. Product Benchmarking
  - 6.8.4. Strategic Initiatives
- 6.9. Research Laboratories Pvt. Ltd.
  - 6.9.1. Company Overview
  - 6.9.2. Financial Performance
  - 6.9.3. Product Benchmarking
  - 6.9.4. Strategic Initiatives
- 6.10. N Shashikant & Co
  - 6.10.1. Company Overview
  - 6.10.2. Financial Performance
  - 6.10.3. Product Benchmarking
  - 6.10.4. Strategic Initiatives
- 6.11. Alfa Aesar
  - 6.11.1. Company Overview
  - 6.11.2. Financial Performance
  - 6.11.3. Product Benchmarking
  - 6.11.4. Strategic Initiatives
- 6.12. Huangshan Bonsun Pharmaceuticals Co., Ltd.
  - 6.12.1. Company Overview
  - 6.12.2. Financial Performance
  - 6.12.3. Product Benchmarking
  - 6.12.4. Strategic Initiatives
- 6.13. Boai NKY Pharmaceuticals Ltd
  - 6.13.1. Company Overview
  - 6.13.2. Financial Performance
  - 6.13.3. Product Benchmarking
  - 6.13.4. Strategic Initiatives

#### 6.14. Hangzhou Sunflower Technology Development Co. Ltd

- 6.14.1. Company Overview
- 6.14.2. Financial Performance
- 6.14.3. Product Benchmarking
- 6.14.4. Strategic Initiatives

#### 6.15. Ashland Inc.

- 6.15.1. Company Overview
- 6.15.2. Financial Performance
- 6.15.3. Product Benchmarking
- 6.15.4. Strategic Initiatives

#### 6.16. Nippon Shokubai Co. Ltd.

- 6.16.1. Company Overview
- 6.16.2. Financial Performance
- 6.16.3. Product Benchmarking
- 6.16.4. Strategic Initiatives

#### 6.17. Balaji Amines

- 6.17.1. Company Overview
- 6.17.2. Financial Performance
- 6.17.3. Product Benchmarking
- 6.17.4. Strategic Initiatives

#### 6.18. Jarchem Industries Inc.

- 6.18.1. Company Overview
- 6.18.2. Financial Performance
- 6.18.3. Product Benchmarking
- 6.18.4. Strategic Initiatives

#### 6.19. Glidechem

- 6.19.1. Company Overview
- 6.19.2. Financial Performance
- 6.19.3. Product Benchmarking
- 6.19.4. Strategic Initiatives

#### 6.20. Dai-ichi Kogyo Seiyaku (DKS)

- 6.20.1. Company Overview
- 6.20.2. Financial Performance
- 6.20.3. Product Benchmarking
- 6.20.4. Strategic Initiatives

#### 6.21. Dongying City Huaang Chemical Industry Co., Ltd.

- 6.21.1. Company Overview
- 6.21.2. Financial Performance
- 6.21.3. Product Benchmarking

#### 6.21.4. Strategic Initiatives



## I would like to order

Product name: Polyvinylpyrrolidone (PVP) Market Analysis By Application (Adhesives, Pharmaceuticals, Cosmetics and Food & Beverage) And Segment Forecasts To 2024

Product link: <https://marketpublishers.com/r/PB84EB0A5F0EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PB84EB0A5F0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

