

Global Polyvinyl Butyral (PVB) Films Market Growth 2025-2031

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Abstracts

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The global Polyvinyl Butyral (PVB) Films market size is predicted to grow from US\$ 2750 million in 2025 to US\$ 3509 million in 2031; it is expected to grow at a CAGR of 4.1% from 2025 to 2031.

Polyvinyl Butyral (PVB) Films are translucent, thermoplastic resin films produced by extruding polyvinyl butyral (PVB) resin that has been plasticized with a plasticizer. These films are characterized by their translucency, smooth surface, and flexibility, and they exhibit excellent adhesion to inorganic glass. PVB films possess high mechanical strength and are resistant to heat, cold, and humidity. They are widely used as adhesive materials in the manufacture of laminated safety glass due to their durability and protective qualities. Additionally, PVB films are utilized in various applications including building walls, awnings, windows, bank counters, prison probe windows, furnaces, and bulletproof glass screens. Notably, PVB films can be recycled and reused, contributing to their sustainability.

The global Polyvinyl Butyral (PVB) films market is expected to experience growth due to rising demand. The market is projected to expand at a growth rate of approximately 4.4%. While developed countries will see moderate growth, developing countries are anticipated to experience faster growth rates. North America, Europe, and Asia-Pacific are the primary consumption regions for PVB films, reflecting their significant demand across these areas. The increasing adoption of PVB films in safety and protective applications, coupled with their recyclable nature, supports ongoing market expansion and innovation in the sector.

The Polyvinyl Butyral (PVB) films industry is driven by several factors, including the growing demand for safety and security applications in construction and automotive industries. The increasing focus on building safety, energy efficiency, and sound insulation has spurred the demand for high-performance PVB films. In the automotive sector, PVB films are used in windshield laminates to enhance safety and durability, contributing to their rising usage.

Technological advancements in PVB film production are also influencing market growth. Innovations aimed at improving film properties, such as enhancing clarity, strength, and resistance to environmental factors, are driving the development of new PVB film products. Additionally, the industry is seeing an increased emphasis on sustainability, with efforts to develop more eco-friendly production processes and recyclable PVB film options.

The competitive landscape of the PVB film market features key players such as Eastman Chemical, Kuraray, Sekisui Chemicals, and ChangChun Group. These major manufacturers dominate the market, collectively holding approximately 82.06% of the global revenue share. Their focus on research and development, along with strategic expansions and collaborations, is expected to shape the future dynamics of the market.

Overall, the PVB film industry is poised for continued growth, driven by advancements in technology, increasing safety requirements, and a rising emphasis on sustainability in manufacturing processes.

LP Information, Inc. (LPI) ' newest research report, the "Polyvinyl Butyral (PVB) Films Industry Forecast" looks at past sales and reviews total world Polyvinyl Butyral (PVB) Films sales in 2024, providing a comprehensive analysis by region and market sector of projected Polyvinyl Butyral (PVB) Films sales for 2025 through 2031. With Polyvinyl Butyral (PVB) Films sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Polyvinyl Butyral (PVB) Films industry.

This Insight Report provides a comprehensive analysis of the global Polyvinyl Butyral (PVB) Films landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Polyvinyl Butyral (PVB) Films portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Polyvinyl Butyral (PVB) Films market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Polyvinyl Butyral (PVB) Films and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Polyvinyl Butyral (PVB) Films.

This report presents a comprehensive overview, market shares, and growth opportunities of Polyvinyl Butyral (PVB) Films market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Standard Film

High Performance Film

Segmentation by Application:

Automotive PVB

Architecture PVB

Photovoltaic PVB

Others (Acoustic PVB, Thermal Insulation PVB)

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Eastman Chemical

Sekisui Chemicals

Kuraray

EVERLAM

ChangChun Group

Kingboard Chemical Holdings

Huakai Plastic

Zhejiang Decent Plastic

Wanwei Group

Xinfu Pharm

Qingdao Jiahua Plastics

Weifang Liyang New Material

Willing Lamiglass Material

Key Questions Addressed in this Report

What is the 10-year outlook for the global Polyvinyl Butyral (PVB) Films market?

What factors are driving Polyvinyl Butyral (PVB) Films market growth, globally and by

region?

Which technologies are poised for the fastest growth by market and region?

How do Polyvinyl Butyral (PVB) Films market opportunities vary by end market size?

How does Polyvinyl Butyral (PVB) Films break out by Type, by Application?

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