+44 20 8123 2220
info@marketpublishers.com

Polyvinyl Alcohol Films Market by Grade Type (Fully Hydrolyzed, Partially Hydrolyzed), Application (Detergent Packaging, Medical & Healthcare, Polarizing Plates, Food Packaging, Agrochemical Packaging), & Region - Global Forecast to 2028

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Abstracts

The global polyvinyl alcohol films market is projected to reach USD 577 Million by 2028, at a CAGR of 6.1% from USD 429 Million in 2023. Their biodegradability and sustainability make them appealing in an environmentally conscious world. However, their exceptional barrier properties against moisture and oxygen are invaluable for extending the shelf life of various products, particularly in the food packaging industry. Additionally, polyvinyl alcohol films find increasing application in tissue engineering and pharmaceuticals, driven by their ability to create a cell-friendly environment. These attributes, along with regulatory and consumer preferences, drive the demand for polyvinyl alcohol films across multiple industries.

“Fully Hydrolyzed grade type accounted for the largest share in grade type segment of polyvinyl alcohol films market in terms of value.”

The fully hydrolyzed grade type holds the largest share in the grade type segment of polyvinyl alcohol films market due to its exceptional properties. Full hydrolysis results in superior water solubility and film-forming capabilities, making it a preferred choice for numerous applications. Fully hydrolyzed polyvinyl alcohol films offer remarkable tensile strength, excellent barrier properties, and strong adhesion characteristics, making them indispensable in demanding sectors like food packaging and pharmaceuticals. Moreover, their ability to create water-soluble films aligns with the rising demand for eco-friendly packaging solutions. These attributes, coupled with versatility across various industries, position fully hydrolyzed grade polyvinyl alcohol films as the dominant

choice, driving their significant market share.

“Detergent Packaging accounted for the largest share in application segment of polyvinyl alcohol films market in terms of value.”

The detergent packaging sector commands the largest share in the polyvinyl alcohol films market due to its distinctive attributes tailored to the industry's specific needs. polyvinyl alcohol films excel in detergent packaging as they offer a potent blend of water solubility, contributing to hassle-free disposal and reducing environmental impact. Furthermore, these films provide a robust gas and moisture barrier, ensuring that detergent products remain unaffected by external factors during storage and transport. Their transparency allows for clear product visibility, and their mechanical strength guarantees the durability necessary for packaging heavy detergent loads. In an industry where convenience, preservation, and sustainability are paramount, polyvinyl alcohol films have emerged as the top choice for detergent packaging applications.

“Asia -Pacific is the largest market for polyvinyl alcohol films”

Asia Pacific has emerged as the largest market for polyvinyl alcohol films due to a combination of significant factors. It boasts a robust manufacturing sector, particularly in China and India, where both polyvinyl alcohol film production and consumption are significant. Additionally, the region enjoys a growing middle-class population, driving increased demand for packaged products. polyvinyl alcohol films align perfectly with the shifting consumer preference towards sustainable and eco-friendly packaging materials. As regulations around single-use plastics become stricter, polyvinyl alcohol films offer a compelling solution. Their versatility and adaptability across various industries further reinforce Asia Pacific's pivotal role in propelling the global polyvinyl alcohol films market.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, other innovation and technology directors, and executives from various key organizations operating in the polyvinyl alcohol films market, and information was gathered from secondary research to determine and verify the market size of several segments.

By Company Type: Tier 1 – 40%, Tier 2 – 30%, and Tier 3 – 30%

By Designation: C Level Executives– 20%, Directors – 10%, and Others – 70%

By Region: North America – 20%, Europe – 30%, APAC – 30%, the Middle East

& Africa –10%, and South America- 10%

The polyvinyl alcohol films market comprises major players such as Kuraray Co. (Japan), Sekisui Chemical Co., Ltd. (Japan), Mitsubishi Chemical Corporation (Japan), BASF SE (Germany), Chang Chun Group (Taiwan), Japan VAM & POVAL Co., Ltd. (Japan), Polysciences, Inc. (US), Arrow GreenTech Limited (India), Aicello Corporation (Japan), Ecomavi (Italy), and others. The study includes in-depth competitive analysis of these key players in the polyvinyl alcohol films market, with their company profiles, recent developments, and key market strategies.

Research Coverage

This report segments the market for polyvinyl alcohol films market on the basis of grade type, application, and region, and provides estimations for the overall value of the market across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, products & services, key strategies, new product launches, expansions, and mergers & acquisition associated with the market for polyvinyl alcohol films market.

Key benefits of buying this report

This research report is focused on various levels of analysis — industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together provide an overall view on the competitive landscape; emerging and high-growth segments of the polyvinyl alcohol films market; high-growth regions; and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on the polyvinyl alcohol films market offered by top players in the global polyvinyl alcohol films market.

Analysis of drivers: (Growing environmental awareness and increasing regulations regarding plastic waste and pollution, rising demand from packaging application, rise in technological advancements, rising demand from the textile industry), restraints (Limited heat resistance of polyvinyl alcohol films, high moisture sensitivity to limit its use in various industries, higher cost considerations may restrain the market growth), opportunities (Recycling and

circular economy initiatives, adoption of advanced manufacturing techniques to represent a promising opportunity, rising demand from medical and healthcare industry), and challenges (Rising environmental concerns, Performance variability poses a significant challenge in the market) influencing the growth of polyvinyl alcohol films market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the polyvinyl alcohol films market.

Market Development: Comprehensive information about lucrative emerging markets — the report analyzes the markets for polyvinyl alcohol films market across regions.

Market Capacity: Production capacities of companies producing polyvinyl alcohol films are provided wherever available with upcoming capacities for the polyvinyl alcohol films market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the polyvinyl alcohol films market.

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info@marketpublishers.com

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