

# **PVB Interlayers Market by Type (Standard Polyvinyl Butyral and Structural Polyvinyl Butyral), End-use Industry (Automotive, Building & Construction, and Photovoltaic), Region (North America, Europe, APAC, RoW) - Global Forecast to 2024**

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## **Abstracts**

“Increasing use of PVB interlayers in automotive, building, and photovoltaic applications is expected to drive the market.”

The PVB interlayers market size was estimated to be USD 3.1 billion in 2019 and is projected to reach USD 4.4 billion by 2024, at a CAGR of 7.3%. The market is driven by the growth of the end-use industries, such as automotive, building & construction, and photovoltaic, and regulations promoting the usage of interlayers in glass.

“The structural type segment is projected to register higher CAGR during the forecast period.”

The structural type segment is projected to witness a higher growth rate than the standard segment during the forecast period. They are used in vehicle and buildings owing to their enhanced properties. The growing production of automobiles, construction of green building, and rapidly growing solar industry around the globe will drive the market for this segment during the forecast period.

“The automotive industry is expected to account for the largest consumption of PVB interlayers during the forecast period.”

The automotive industry is the largest consumer of PVB interlayers, globally. Changing trends in automotive production and increasing focus on safety are the driving factors

for the growth of PVB interlayers in this end-use industry.

“APAC is estimated to be the fastest-growing market during the forecast period.”

APAC is estimated to dominate the overall PVB interlayers market during the forecast period. The region has emerged as the largest consumer PVB interlayers, owing to the growth construction & building industry, production of electric vehicles, and most importantly the expansion of the solar energy industry in countries such as China, India, Japan, and South Korea. The US is projected to be the fastest-growing market in North America, followed by Canada and Mexico.

Extensive primary interviews were conducted to determine and verify the market size of several segments and subsegments and information gathered through secondary research.

The breakup of primary interviews is given below:

By Company Type: Tier 1 – 55%, Tier 2 – 30%, and Tier 3 – 15%

By Designation: C level – 42%, Director Level – 30%, and Others – 28%

By Region: APAC – 40%, Europe – 28%, North America – 25%, Rest of the World – 7%

The leading players in the PVB interlayers market are Eastman Chemical Company (US), Kuraray (Germany), Sekisui Chemicals (Japan), Everlam (Belgium), Genau Manufacturing Company (India), KB PVB (China), Chang Chun Group (China), DuLite (China), Huakai Plastic (China), Willing Lamiglass Materials (China), Jiangsu Darui Hengte Technology (China), and Tiantai Kanglai Industrial (China).

Research Coverage:

This research report categorizes the PVB interlayers market on the basis of type, end-use, and region. The report includes detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the market. A detailed analysis of the key industry players has been done to provide insights into business overviews, products, key strategies, and recent developments associated with the market.

## Key Benefits of Buying the Report

The report will help leaders/new entrants in this market in the following ways:

1. This report segments the PVB interlayers market comprehensively and provides the closest approximations of market sizes for the overall market and subsegments across verticals and regions.
2. The report will help stakeholders understand the pulse of the market and provide them information on the key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders understand the major competitors and gain insights to enhance their position in the business. The competitive landscape section includes developments, such as expansion, acquisition, and new product development.

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
  - 1.3.1 MARKETS COVERED
    - 1.3.1.1 PVB Interlayers Market, By Region
  - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 PACKAGE SIZE
- 1.6 LIMITATIONS
- 1.7 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key data from secondary sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Key data from primary sources
    - 2.1.2.2 Key industry insights
    - 2.1.2.3 Breakdown of primary interviews
  - 2.1.3 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH
  - 2.1.4 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH
- 2.2 DATA TRIANGULATION
- 2.3 LIMITATIONS OF THE STUDY
- 2.4 RESEARCH ASSUMPTIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE PVB INTERLAYERS MARKET
- 4.2 APAC: PVB INTERLAYERS MARKET
- 4.3 PVB INTERLAYERS MARKET, BY COUNTRY

### 5 MARKET OVERVIEW

*PVB Interlayers Market by Type (Standard Polyvinyl Butyral and Structural Polyvinyl Butyral), End-use Industry...*

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

5.2.1.1 Large-scale demand from the automotive industry

5.2.1.2 The growing demand from the building & construction industry

### 5.2.2 OPPORTUNITIES

5.2.2.1 Growing photovoltaic industry

### 5.2.3 CHALLENGES

5.2.3.1 Replacement with more optimized materials

## 5.3 PORTER'S FIVE FORCES ANALYSIS

### 5.3.1 BARGAINING POWER OF SUPPLIERS

### 5.3.2 THREAT OF NEW ENTRANTS

### 5.3.3 THREAT OF SUBSTITUTES

### 5.3.4 BARGAINING POWER OF BUYERS

### 5.3.5 INTENSITY OF COMPETITIVE RIVALRY

## 6 PVB INTERLAYERS MARKET, BY TYPE

### 6.1 INTRODUCTION

### 6.2 STANDARD

6.2.1 STANDARD PVB ACCOUNTED FOR THE LARGER SHARE OF THE PVB INTERLAYERS MARKET

### 6.3 STRUCTURAL

6.3.1 THE ADOPTION OF STRUCTURAL PVB IS PROJECTED TO WITNESS HIGH GROWTH DURING THE FORECAST PERIOD

## 7 PVB INTERLAYERS MARKET, BY END-USE

### 7.1 INTRODUCTION

### 7.2 BUILDING & CONSTRUCTION

7.2.1 INCREASING USAGE OF LAMINATED GLASS IS DRIVING THE PVB INTERLAYERS MARKET IN THE BUILDING & CONSTRUCTION INDUSTRY

### 7.3 AUTOMOTIVE

7.3.1 RISE IN THE MANUFACTURING OF EVS TO DRIVE THE DEMAND FOR PVB INTERLAYERS IN THE AUTOMOTIVE END-USE INDUSTRY SEGMENT

### 7.4 PHOTOVOLTAIC

7.4.1 RISING PHOTOVOLTAIC INSTALLATIONS TO DRIVE THE DEMAND FOR PVB INTERLAYERS AS AN ENCAPSULANT

## **8 PVB INTERLAYERS MARKET, BY REGION**

### **8.1 INTRODUCTION**

### **8.2 NORTH AMERICA**

#### **8.2.1 US**

8.2.1.1 The US is the largest market for PVB interlayers in North America

#### **8.2.2 CANADA**

8.2.2.1 Automotive to be the dominant end-use industry of PVB interlayers in Canada

#### **8.2.3 MEXICO**

8.2.3.1 Automotive industry to lead the PVB interlayers market in Mexico

### **8.3 EUROPE**

#### **8.3.1 GERMANY**

8.3.1.1 Automotive industry to be the largest market for PVB interlayers

#### **8.3.2 FRANCE**

8.3.2.1 Government initiatives to drive the market for PVB interlayers

#### **8.3.3 UK**

8.3.3.1 Uncertainty over Brexit is hampering the growth of the end-use industries of PVB interlayers

#### **8.3.4 ITALY**

8.3.4.1 Growth of EVs to drive the demand for PVB interlayers in the automotive industry

#### **8.3.5 SPAIN**

8.3.5.1 Automotive to lead the market for PVB interlayers

#### **8.3.6 REST OF EUROPE**

### **8.4 APAC**

#### **8.4.1 CHINA**

8.4.1.1 China is the largest market for PVB interlayers in APAC

#### **8.4.2 JAPAN**

8.4.2.1 Photovoltaic is going to be the fastest-growing end-use sector

#### **8.4.3 INDIA**

8.4.3.1 India is going to be the fastest-growing market in APAC

#### **8.4.4 SOUTH KOREA**

8.4.4.1 Photovoltaic is going to be the fastest-growing end-use industry

#### **8.4.5 REST OF APAC**

8.4.5.1 The growing photovoltaic industry will drive the market

### **8.5 ROW**

### **8.6 MIDDLE EAST & AFRICA**

#### **8.6.1 MIDDLE EAST & AFRICA**

8.6.1.1 Investment to promote automotive manufacturing is one of the key factors driving the market in the region

#### 8.6.2 SOUTH AMERICA

8.6.2.1 The emerging solar energy sector to drive the market growth

## 9 COMPANY PROFILES

(Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View)\*

9.1 EASTMAN CHEMICAL COMPANY

9.2 KURARAY

9.3 SEKISUI CHEMICALS

9.4 EVERLAM

9.5 GENAU MANUFACTURING COMPANY

9.6 KB PVB

9.7 CHANG CHUN GROUP

9.8 DULITE

9.9 HUAKAI PLASTIC

9.10 WILLING LAMIGLASS MATERIALS

\*Details on Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

9.11 OTHERS

9.11.1 JIANGSU DARUIHENGTE TECHNOLOGY & SCIENCE

9.11.2 TIANTAI KANGLAI INDUSTRIAL

9.11.3 ZHEJIANG HEHUI NEW MATERIAL CO. LTD

9.11.4 ZHEJIANG RUIHONG PLASTIC CO., LTD.

9.11.5 JIANGSU BANDA NEW MATERIALS CO., LTD

## 10 APPENDIX

10.1 DISCUSSION GUIDE

10.2 KNOWLEDGE STORE: MARKETSDMARKETS SUBSCRIPTION PORTAL

10.3 RELATED REPORTS

10.4 AUTHOR DETAILS

## 12. LIST OF TABLES

TABLE 1 PVB INTERLAYERS MARKET SIZE, BY TYPE, 2017–2024 (000' SQUARE METER)

*PVB Interlayers Market by Type (Standard Polyvinyl Butyral and Structural Polyvinyl Butyral), End-use Industry...*

TABLE 2 PVB INTERLAYERS MARKET SIZE, BY TYPE, 2017–2024 (USD MILLION)

TABLE 3 PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024  
(000' SQUARE METER)

TABLE 4 PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024  
(USD MILLION)

TABLE 5 PVB INTERLAYERS MARKET SIZE IN BUILDING & CONSTRUCTION  
INDUSTRY, BY REGION, 2017–2024 (000' SQUARE METER)

TABLE 6 PVB INTERLAYERS MARKET SIZE IN BUILDING & CONSTRUCTION  
INDUSTRY, BY REGION, 2017–2024 (USD MILLION)

TABLE 7 PVB INTERLAYERS MARKET SIZE IN AUTOMOTIVE INDUSTRY, BY  
REGION, 2017–2024 (000' SQUARE METER)

TABLE 8 PVB INTERLAYERS MARKET SIZE IN AUTOMOTIVE INDUSTRY, BY  
REGION, 2017–2024 (USD MILLION)

TABLE 9 PVB INTERLAYERS MARKET SIZE IN PHOTOVOLTAIC INDUSTRY, BY  
REGION, 2017–2024 (000' SQUARE METER)

TABLE 10 PVB INTERLAYERS MARKET SIZE IN PHOTOVOLTAIC INDUSTRY, BY  
REGION, 2017–2024 (USD MILLION)

TABLE 11 PVB INTERLAYERS MARKET SIZE, BY REGION, 2017–2024 (000'  
SQUARE METER)

TABLE 12 PVB INTERLAYERS MARKET SIZE, BY REGION, 2017–2024 (USD  
MILLION)

TABLE 13 NORTH AMERICA: PVB INTERLAYERS MARKET SIZE, BY COUNTRY,  
2017–2024 (000' SQUARE METER)

TABLE 14 NORTH AMERICA: PVB INTERLAYERS MARKET SIZE, BY COUNTRY,  
2017–2024 (USD MILLION)

TABLE 15 NORTH AMERICA: PVB INTERLAYERS MARKET SIZE, BY END-USE  
INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 16 NORTH AMERICA: PVB INTERLAYERS MARKET SIZE, BY END-USE  
INDUSTRY, 2017–2024 (USD MILLION)

TABLE 17 US: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY,  
2017–2024 (000' SQUARE METER)

TABLE 18 US: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY,  
2017–2024 (USD MILLION)

TABLE 19 CANADA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY,  
2017–2024 (000' SQUARE METER)

TABLE 20 CANADA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY,  
2017–2024 (USD MILLION)

TABLE 21 MEXICO: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY,  
2017–2024 (000' SQUARE METER)



TABLE 22 MEXICO: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 23 EUROPE: PVB INTERLAYERS MARKET SIZE, BY COUNTRY, 2017–2024 (000' SQUARE METER)

TABLE 24 EUROPE: PVB INTERLAYERS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 25 EUROPE: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 26 EUROPE: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 27 GERMANY: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 28 GERMANY: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 29 FRANCE: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 30 FRANCE: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 31 UK: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 32 UK: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 33 ITALY: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 34 ITALY: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 35 SPAIN: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 36 SPAIN: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 37 REST OF EUROPE: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 38 REST OF EUROPE: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 39 APAC: PVB INTERLAYERS MARKET SIZE, BY COUNTRY, 2017–2024 (000' SQUARE METER)

TABLE 40 APAC: PVB INTERLAYERS MARKET SIZE, BY COUNTRY, 2017–2024 (USD MILLION)

TABLE 41 APAC: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY,

2017–2024 (SQUARE METER)

TABLE 42 APAC: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 43 CHINA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 44 CHINA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 45 JAPAN: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000'SQUARE METER)

TABLE 46 JAPAN: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 47 INDIA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 48 INDIA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 49 SOUTH KOREA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 50 SOUTH KOREA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 51 REST OF APAC: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 52 REST OF APAC: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 53 ROW: PVB INTERLAYERS MARKET SIZE, BY REGION, 2017–2024 (000' SQUARE METER)

TABLE 54 ROW: PVB INTERLAYERS MARKET SIZE, BY REGION, 2017–2024 (USD MILLION)

TABLE 55 MIDDLE EAST & AFRICA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (000' SQUARE METER)

TABLE 56 MIDDLE EAST & AFRICA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

TABLE 57 SOUTH AMERICA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (SQUARE METER)

TABLE 58 SOUTH AMERICA: PVB INTERLAYERS MARKET SIZE, BY END-USE INDUSTRY, 2017–2024 (USD MILLION)

## 12. LIST OF FIGURES

FIGURE 1 PVB INTERLAYERS: MARKET SEGMENTATION

*PVB Interlayers Market by Type (Standard Polyvinyl Butyral and Structural Polyvinyl Butyral), End-use Industry...*

FIGURE 2 PVB INTERLAYERS MARKET: RESEARCH DESIGN  
FIGURE 3 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH  
FIGURE 4 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH  
FIGURE 5 DATA TRIANGULATION: PVB INTERLAYERS  
FIGURE 6 AUTOMOTIVE ACCOUNTED FOR THE LARGEST SHARE IN THE PVB INTERLAYERS MARKET IN 2018  
FIGURE 7 STRUCTURAL PVB TO BE THE FASTER-GROWING TYPE OF PVB INTERLAYERS BETWEEN 2019 AND 2024  
FIGURE 8 APAC TO BE THE FASTEST-GROWING MARKET FOR PVB INTERLAYERS  
FIGURE 9 INCREASING DEMAND FROM APAC TO DRIVE THE PVB INTERLAYERS MARKET  
FIGURE 10 AUTOMOTIVE END-USE INDUSTRY AND CHINA ACCOUNTED FOR THE LARGEST SHARE IN THE PVB INTERLAYERS MARKET IN APAC IN 2018  
FIGURE 11 THE MARKET IN INDIA TO GROW AT THE HIGHEST RATE DURING THE FORECAST PERIOD  
FIGURE 12 DRIVERS, OPPORTUNITIES, AND CHALLENGES IN THE PVB INTERLAYERS MARKET  
FIGURE 13 ELECTRIC CARS STOCK, 2009–2018  
FIGURE 14 PORTER'S FIVE FORCES ANALYSIS  
FIGURE 15 STANDARD PVB WAS THE LARGER PVB INTERLAYERS TYPE  
FIGURE 16 AUTOMOTIVE END-USE INDUSTRY SEGMENT LED THE PVB INTERLAYERS MARKET IN 2018  
FIGURE 17 APAC TO LEAD THE PVB INTERLAYERS MARKET GLOBALLY  
FIGURE 18 NORTH AMERICA: PVB INTERLAYERS MARKET SNAPSHOT  
FIGURE 19 EUROPE: PVB INTERLAYERS MARKET SNAPSHOT  
FIGURE 20 APAC: PVB INTERLAYERS MARKET SNAPSHOT  
FIGURE 21 EASTMAN CHEMICAL COMPANY: COMPANY SNAPSHOT  
FIGURE 22 SWOT ANALYSIS: EASTMAN CHEMICAL COMPANY  
FIGURE 23 KURARAY: COMPANY SNAPSHOT  
FIGURE 24 SWOT ANALYSIS: KURARAY  
FIGURE 25 SEKISUI: COMPANY SNAPSHOT  
FIGURE 26 SWOT ANALYSIS: SEKISUI

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