

## **India Polyvinyl Acetate Market Size, Share, Competitive Landscape and Trend Analysis Report By Grade and Application: Opportunity Analysis and Industry Forecast 2018-2032**

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### **Report description:**

The India polyvinyl acetate market was valued at \$219.9 million in 2018 and is estimated to reach \$491.2 million by 2032, exhibiting a CAGR of 6.6% from 2023 to 2032.

Polyvinyl acetate (PVA) is a synthetic polymer derived from vinyl acetate monomers. It is commonly known as wood glue, white glue, or PVA glue, and it finds extensive use in various industries, including adhesives, paints, coatings, textiles, and paper. In India, the demand for PVA has been steadily growing due to its versatile applications and numerous benefits across different sectors.

In the adhesives industry, PVA is valued for its strong bonding capabilities, fast drying time, and versatility in bonding various materials such as wood, paper, cardboard, and fabric. It is also non-toxic and easy to clean, making it suitable for use in schools, households, and industries where safety is a priority. In the paints and coatings sector, polyvinyl acetate serves as a key ingredient in water-based paints, providing excellent adhesion to surfaces, flexibility, and resistance to yellowing over time. Its low odor and environment-friendly nature make it a preferred choice for indoor applications where volatile organic compounds (VOCs) emissions need to be minimized.

Textile manufacturers in India utilize polyvinyl acetate for its role as a binder in fabric finishing processes. It helps improve the crease resistance, stiffness, and durability of fabrics, ensuring that they maintain their shape and appearance even after multiple washes. In addition, PVA-based coatings are used in the production of specialty papers and packaging materials to enhance their strength, moisture resistance, and printability.

The packaging industry also contributes to the growing demand for PVA in India, driven by the rise of e-commerce and the need for innovative packaging solutions. PVA-based coatings offer excellent barrier properties against moisture and oxygen, extending the shelf life of packaged goods and reducing food wastage. In addition, the flexible nature of PVA allows for the development of biodegradable and compostable packaging materials, aligning with the India trend towards sustainable packaging solutions.

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The India polyvinyl acetate market is segmented into grade, and application. On the basis of grade, the market is classified into partially hydrolyzed, medium hydrolyzed, and fully hydrolyzed. On the basis of application, the market is categorized into adhesive, packaging adhesives, decorative laminates and furniture assembly, and thickening agent.

On the basis of grade, the fully hydrolyzed is the fastest-growing segment of the India polyvinyl acetate market. Fully hydrolyzed PVA is applied as a coating on paper to improve its strength, smoothness, and printability. It forms a thin film on the paper surface, enhancing its surface properties. Fully hydrolyzed PVA is used in the production of water-soluble packaging films, especially for single-dose packaging applications in industries like detergents, agrochemicals, and pharmaceuticals. These films dissolve in water, eliminating the need for disposal and reducing environmental impact.

On the basis of application, the decorative laminates and furniture assembly is the fastest-growing segment of the India polyvinyl acetate market. Polyvinyl acetate is often used as an adhesive in the lamination process of decorative surfaces onto substrates such as plywood, particleboard, or medium-density fiberboard (MDF). PVA adhesives are widely used in furniture manufacturing for bonding wood components together. They are commonly used in edge gluing, doweling, and assembly of furniture joints such as butt joints, miter joints, and tongue-and-groove joints.

Major players operating in the India polyvinyl acetate market include Aadhunik Industries, B JOSHI AGROCHEM PHARMA, Central Drug House, Chemipol (Kothari Group of Industries), Penta Bioscience Products, Kalikund Enterprise, MOHIT ORGANIC RESOURCES PRIVATE LIMITED, Pidilite Industries Limited, SIVA CHEMICAL INDUSTRIES, and Triveni Interchem Private Limited (Group Of Triveni Chemicals).

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#### 2.1. Key findings

On the basis of grade, the partially hydrolyzed segment registered the highest, around half of the market share and is projected to maintain the same during the forecast period.

- On the basis of application, adhesive registered the highest market share accounting for nearly half of the market share.

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