

Ethylene-vinyl Alcohol Copolymer (EVOH) Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 to 2034

Market Report | 2024-11-28 | 250 pages | Global Market Insights

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Report description:

The Global Ethylene-Vinyl Alcohol Copolymer (EVOH) Market was valued at USD 912.3 million in 2024 and is projected to grow at a CAGR of 5.3% from 2025 to 2034. This growth is primarily driven by the increasing demand for EVOH in packaging applications. Known for its exceptional oxygen barrier properties, EVOH is increasingly used in packaging for perishable goods, helping to extend their shelf life and maintain product quality. The production of EVOH involves a two-step process that includes polymerization and saponification, using a combination of initiators and activators to polymerize vinyl and ethylene acetate.

The market is categorized into two primary grades: standard and specialty. Standard-grade EVOH held the largest market share, generating USD 619.2 million in 2024, and is anticipated to reach USD 1 billion by 2034. This grade is favored due to its affordability and suitability for mass-market uses, particularly in food packaging, where its oxygen barrier capabilities help prolong the freshness of products. Its widespread adoption is attributed to its versatility, compatibility with other materials in multilayer packaging, and ease of integration into existing manufacturing processes. Compared to specialty-grade EVOH, standard-grade variants are more cost-effective, making them the preferred choice for functional, budget-conscious applications.

In terms of application, the EVOH market is divided into packaging, fuel tanks, films, containers, pipes, and others. Packaging holds the largest share, accounting for 63% of the market. The demand for EVOH in packaging is driven by its remarkable ability to prevent oxygen and moisture ingress, which is essential for preserving the quality of food and beverages. Additionally, with the increasing push for recyclable and sustainable packaging solutions, EVOH's role in reducing environmental impact is gaining traction. The material's flexibility allows it to be used in various forms, including pouches, trays, and cartons, making it a versatile choice for packaging in numerous industries.

The U.S. market for EVOH was valued at USD 290.3 million in 2024, leading the market due to strong demand across the food, pharmaceutical, and industrial sectors. The U.S. benefits from a well-established manufacturing base, significant investments in research and development, and a focus on meeting strict regulatory standards for product safety and sustainability. The growing

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trend towards sustainable packaging solutions aligns with the increasing environmental focus, further accelerating the adoption of EVOH in the region.

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