Polyvinyl Butyral Market by Application (Films & Sheets, Paints & Coatings, Adhesives, Other Applications), Thickness (Ultra-thin Films, Standard Films, Mid-range Films, Thick & Composite Interlayers and Above), Resin Type (Higher Molecular Weight Grade PVB Resin, Medium Molecular Weight Grade PVB Resin, Lower Molecular Weight Grade PVB Resin, Modified PVB Resin), Product Type (Powder & Granulated, Other Product Types), End-use Industry (Automotive, Constructions, Electrical & Electronics, Other End-use Industries), and Region - Global Forecast to 2030

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Report description:

The polyvinyl butyral market is projected to grow from USD 1.5 billion in 2025 to USD 1.9 billion by 2030, registering a CAGR of 5.0% during the forecast period.

https://www.marketsandmarkets.com/Images/polyvinyl-butyral-pvb-market-Overview.webp

The PVB industry is experiencing significant growth with many applications across major industries such as automotive, construction, and renewable energy. A key driver of this growth is the rising use of PVB in laminated safety glass, where PVB acts

as an interlayer to hold glass together upon impact, enhancing safety and reducing injury risk. In the automotive sector, increased vehicle production-especially in the Asia Pacific region-and regulatory requirements mean PVB laminated glass is now standard in new vehicles for windshields, side windows, and sunroofs. Additionally, there is growing demand for acoustic and solar-control glazing and energy-efficient solutions, driven by consumer preferences. In construction, urbanization and infrastructure development are boosting the use of laminated glass in both commercial and residential buildings to improve safety, noise insulation, and UV protection. The use of PVB in laminated glass is also an important factor in the renewable energy industry, especially in photovoltaic modules, where PVB protects solar cells from moisture and mechanical stress. Additionally, ongoing innovation of PVB, including bio-based options and recycled content for laminated PVB interlayers, aligns with sustainability trends and continues to grow in popularity to appeal to a broader demographic. These applications and essential products needed in the global market support steady and consistent growth in demand for PVB in our daily lives.

"Powder & granules segment to be fastest-growing product type segment of polyvinyl butyral market during forecast period"

The polyvinyl butyral (PVB) market is poised for steady growth due to its successful use in many major industrial and private sector applications across automotive, construction, and renewable energy. The automotive industry has continued to increase production, especially in the Asia Pacific region, while also becoming subject to stricter safety glass regulations worldwide. As vehicle manufacturing rises, the need for laminated safety glass will grow, with PVB being a key component. The construction sector also drives PVB demand due to rapid urbanization and modernization in countries like India, China, and Brazil, along with stricter energy efficiency and environmental standards in many European nations. The renewable energy sector contributes to increased PVB consumption since it is often used to protect photovoltaic cells in solar panels that generate renewable energy. Due to different recycling processes and challenges, companies must invest in new recycling methods and commit resources to making PVB production more sustainable to stay competitive amid strict regulations and rising raw material costs.

"Standard films to be fastest-growing segment of polyvinyl butyral market in terms of value"
The standard film segment is projected to witness fast growth in the polyvinyl butyral (PVB) market due to its optimal balance of performance, cost, and regulation compliance across most major end-user sectors, such as automotive and construction. Standard PVB films typically have a nominal thickness of 0.76 mm and are regarded as the industry standard for laminated safety glass. Industry sources like Kuraray (Trosifol) and Eastman (Saflex) have stated that this nominal thickness range provides good impact resistance, optical clarity, sound insulation, and UV protection-all essential characteristics for glazing applications. In the automotive industry, standard films are widely used in windshields and windows to ensure they pass global crash test standards and meet (acoustic) comfort regulations. They also suggest that the use of acoustic PVBs, within standard thicknesses, is increasing in electric vehicles to reduce cabin noise and enhance the driving experience. In the architecture industry, all types of buildings, from schools to office towers, utilize PVB films in facades and windows where quick adherence, automated production lines, energy efficiency compliance, and safety standards like impact resistance are required. Unlike ultra-thin or thick interlayers, standard films provide a practical middle ground, meeting more functional needs while enabling more cost-effective and scalable production; thus, standard films have become the fastest-growing sub-segment.

"Inorganic pollutants treatment to be fastest-growing in electrode material segment of polyvinyl butyral market in terms of value"
Inorganic pollutants are the fastest-growing application segment in the Polyvinyl butyral (EO) market due to the need to treat heavy metals, nitrates, and other inorganic contaminants. EO removes inorganics through oxidation or reduction by direct electron transfer or reactive species generation, and treatment of inorganics can be highly effective when traditional methods cannot meet removal needs. Due to changes in industrial practices and stricter regulations, EO is mainly emerging as the best treatment technology in the Asia-Pacific region, where industries in mining, chemicals, and electronics must meet stringent discharge standards for pollutants, especially heavy metals, as seen in pilots in China's industrial wastewater and mining industries, and in India, where mining operations have a zero-liquid discharge component to wastewater discharge standards. Changes in North America's agricultural regulations for nitrate contamination, which now target agricultural runoff and groundwater, have increased the use of EO pilots using lead dioxide or titanium electrodes for effective and efficient nitrate

treatment. In Europe, the Urban Waste Water Treatment Directive and its requirements for pollution prevention, including inorganic contaminants in industrial discharges, have generated interest in EO applications in chemical plants. The growth of mining activities in countries across Africa, South America, and Latin America has also driven demand for EO treatment, as it can treat acidic mine drainage with heavy metals, with support from the World Bank.
"Higher molecular weight PVB resin to be fastest-growing resin type segment of polyvinyl butyral market in terms of value"
The leading materials in the polyvinyl butyral (PVB) market, classified by resin type, are the higher molecular weight PVB resins, which are the fastest-growing based on expected resin growth rates. The success of businesses in the higher molecular weight PVB resin segment is due to their advanced performance features, offering extra barriers for use in transportation, building, construction, and electronics industries. Compared to low or medium molecular weight PVB resins, higher molecular weight variants deliver superior mechanical strength, elasticity, adhesion, and thermal stability. These unique qualities are essential when used in laminated safety glass, as there are increased demands for interlayer strength and durability, along with a trend toward stricter safety, health, environmental, and product liability standards set by multiple organizations in the residential and commercial sectors.
Sources across the industry, including technical publications, indicate that higher molecular weight resin choices have better acoustic dampening characteristics when used in laminated safety glass and are more resistant to delamination. This is recommended for electric vehicles and as the trend continues among leading design firms for exquisite architectural design. There is even a developing trend toward multi-functional glazing that will have future specifications for safety glass and advanced designs that include sound insulation, ultraviolet shielding, and energy efficiency. Recent innovations in resin formulation technologies have enabled manufacturers to produce higher molecular weight PVBs with improved processability and compatibility with existing laminated glass equipment. With the increasing global demand for materials that deliver high performance and longer service life across the construction, automotive, and electronics industries, the outlook for "high molecular weight" PVB resin remains promising.

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 butyral market. Additionally, information was gathered from secondary research to determine and verify the market size of several segments.

?□By Company Type: Tier 1 ? 50%, Tier 2 ? 30%, and Tier 3 ? 20%
?□By Designation: Managers? 15%, Directors ? 20%, and Others ? 65%
?□By Region: North America ? 25%, Europe ? 15%, Asia Pacific ? 45%, Middle East & Africa ? 10%, South America ? 5%.

Key players in the polyvinyl butyral market include Sekisui Chemical Co. Ltd. (Japan), Kuraray Co. Ltd. (Japan), Eastman Chemical Company (US), Hubergroup (US), Chang Chun Group (China), Anhui WanWei Bisheng New Material Co., Ltd. (China), Kingboard Fogang Specialty Resin Co., Ltd (China), Qingdao Jinuo New Materials Co., Ltd. (China), Huakai Plastic Co. Ltd. (China), and Everlam (Belgium). The study provides an in-depth competitive analysis of these key players in the Polyvinyl Butyral market, including their company profiles, recent developments, and main market strategies.

Research Coverage
This report segments the market for polyvinyl butyral based on resin type, thickness, product type, end-use industry, application, and region, and provides estimates for the overall market value across different regions. A detailed analysis of key industry players is included to offer insights into their business overviews, products and services, key strategies, and expansions related to the polyvinyl butyral market.
Key benefits of buying this report
This research report focuses on various levels of analysis - industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together provide an overall view of the competitive landscape; emerging and high-growth segments of the polyvinyl butyral market; high-growth regions; and market drivers, restraints, opportunities, and challenges.
The report provides insights into the following pointers:

?Analysis of drivers rising demand of EVs and advanced driver-assistant systems (ADAS) driving high-performance PVB adoption), restraints (Limited UV and moisture resistance in outdoor exposed PVB applications), opportunities (expanding recycled PVB (rPVB) adoption in industrial and infrastructure materials), and challenges (regulatory pressure on plasticizer formulations and VOC emission in PVB manufacturing).
?Market Penetration: Comprehensive information on the polyvinyl butyral market offered by top players.
?Product Development/Innovation: Detailed insights into upcoming technologies, research & development activities, partnerships, agreements, joint ventures, collaborations, announcements, awards, and expansions in the market.
?Market Development: Comprehensive information about lucrative emerging markets across regions.
?Market Capacity: Wherever possible, the production capacities of companies producing polyvinyl butyral are provided, along with upcoming capacities for the polyvinyl butyral market.
?Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the polyvinyl butyral market

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