

## **Polyvinyl Alcohol (PVA) Films Market Outlook - Forecast Trends, Market Size, Share and Growth Analysis Report (2025-2034)**

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### **Report description:**

The polyvinyl alcohol (PVA) films market was valued at USD 392.20 Million in 2024. It is expected to grow at a CAGR of 5.50% from 2025 to 2034, reaching approximately USD 669.93 Million by 2034.

Polyvinyl alcohol (PVA) films are extensively used for packaging and production of polariser films. It exhibits water-soluble and biodegradable properties and is ideal for producing detergents, agrochemicals, water treatment chemicals, and dyes.

The growth of the polyvinyl alcohol (PVA) films industry is driven by their numerous advantages, including biodegradability, water solubility, and strong barriers against gases and oils. Their high transparency, chemical resistance, and flexibility make them ideal for diverse applications. Additionally, PVA films are non-toxic, versatile, and easily processed, thus, further expanding their use in various sectors.

### Global Polyvinyl Alcohol (PVA) Films Market Analysis

The polyvinyl alcohol (PVA) films market dynamics and trends are driven by the growing need for liquid crystal display (LCD) panels, as PVA films are essential for polarisation and are a fundamental component in LCD technology.

The PVA film market is also benefiting from its water-soluble properties and ease of use in applications like detergents and agrochemical packaging. As consumer awareness of personal hygiene rises and the population grows, so does the polyvinyl alcohol (PVA) films market demand.

### Polyvinyl Alcohol (PVA) Films Industry Outlook

As per the FAO Statistics, from 2015 to 2018, the global agricultural landscape experienced notable changes. Permanent

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meadows and pastures worldwide saw an increase, rising from 3,222,503.2 thousand hectares to 3,233,686.4 thousand hectares. The cropland area increased from 1,551,300.3 thousand hectares to 1,567,681.7 thousand hectares over the same period. In Africa, permanent meadows and pastures rose marginally from 840,282.5 thousand hectares in 2015 to 842,870.2 thousand hectares in 2018, while cropland expanded significantly from 277,515.4 thousand hectares to 278,940.6 thousand hectares over the same period. Oceania experienced a significant increase in permanent meadows and pastures from 327,530.5 thousand hectares in 2015 to 338,139.5 thousand hectares in 2018. In country-specific data, Afghanistan's cropland area rose from 7,910.0 thousand hectares in 2015 to 7,919.0 thousand hectares in 2018, indicating consistent agricultural practices. Argentina showed a slight increase in cropland, from 40,200.0 thousand hectares to 40,268.0 thousand hectares, suggesting modest growth in crop cultivation areas. Growth in agricultural land is driving the polyvinyl alcohol (PVA) films market revenue by increasing the demand for biodegradable and water-soluble films used in agrochemical packaging, seed coatings, and agricultural mulch films.

According to the U.S. Census Bureau, in February 2024, the total construction value was USD 2,133,750 billion. Residential construction contributed USD 925,498 billion, while non-residential construction amounted to USD 1,208,252 billion. Further, in March 2024, the total construction value increased to USD 2,135,771 billion, indicating a slight overall growth of 0.1% from February. Non-residential construction rose to USD 1,211,846 billion. In April 2024, the total value of construction further surged to USD 2,142,126 billion, marking a 0.3% rise from March. Residential construction experienced a slight uptick to USD 932.163 billion. The growth in the construction industry is driving the polyvinyl alcohol (PVA) films industry revenue by increasing demand for durable, water-resistant materials in various construction applications, such as water-soluble bags and protective films.

The polyvinyl alcohol (PVA) films market demand is driven due to their versatility, with applications spanning from packaging to agriculture and medical supplies.

- PVA films are water-soluble and biodegradable, aligning with increasing environmental regulations and consumer demand for sustainable materials.
- They offer excellent strength, clarity, and barrier properties, making them suitable for various demanding applications.

Production costs can be relatively high, impacting the price competitiveness of PVA films in some markets.

- Despite their water-solubility, PVA films may not perform well in prolonged exposure to water in certain applications.
- The market is fragmented with many players, leading to intense competition and potential pricing pressures.

Increasing demand for eco-friendly packaging solutions presents growth opportunities for the polyvinyl alcohol (PVA) films market.

- Innovations in film production technology can enhance performance and expand application areas.
- Expanding into developing regions can drive market growth and new applications.

Economic downturns can impact demand for PVA films, particularly in non-essential applications.

- Evolving environmental regulations may affect production processes and cost structures.
- The rise of alternative biodegradable materials could pose competition and affect market share.

Key Players in the Global Polyvinyl Alcohol (PVA) Films Market and Their Key Initiatives

Aicello Corporation

- Began operations at a new factory in Malaysia's Kulim Hi-Tech Park.
- Joined the Semiconductor Climate Consortium.

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#### Mitsubishi Chemical Corporation

- Developed specialty brands like GOHSENX and Nichigo G-Polymer.
- Offer HI-SELON line of water-soluble PVA films to meet the growing demand of the polyvinyl alcohol (PVA) films market.

#### Arrow GreenTech Ltd.

- Introduced a new generation of biodegradable thermoplastic materials under the brand name Bioplast.
- Focused on Intellectual Property and Innovation.

#### KURARAY Co., Ltd.

- Constructed a new MonoSol production facility in Poland for water-soluble PVA films polyvinyl alcohol (PVA) films market opportunities.
- Developed new PVA film products by doubling the production capacity at their Lebanon, Indiana plant.

#### Global Polyvinyl Alcohol (PVA) Films Industry Segmentation

"Global Polyvinyl Alcohol (PVA) Films Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Type:

- Water-Soluble
- Polarizer
- Others

##### Market Breakup by Grade:

- Fully Hydrolyzed
- Partially Hydrolyzed
- Sub-Partially Hydrolyzed
- Low Foaming Grades
- Others

##### Market Breakup by Application:

- Detergent Packaging
- Agrochemical Packaging
- Laundry Bags
- Embroidery
- Others

##### Market Breakup by End Use:

- Automotive

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- Paper Industry
- Construction
- Electronics
- Medical
- Aerospace
- Others

#### Market Breakup by Region:

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Polyvinyl Alcohol (PVA) Films Market Share

The polyvinyl alcohol (PVA) films industry growth is driven by their significant benefits in both the automotive and paper industries. In automotive applications, PVA films offer durability, surface protection, and lightweight properties that enhance fuel efficiency, along with excellent adhesion and chemical resistance for various components.

In the paper industry, PVA films improve coating applications and printability and serve as effective barriers against moisture and gases. Their biodegradable nature promotes eco-friendly practices, and their flexibility enables diverse applications, including speciality papers and packaging. These functional and sustainable attributes contribute to the increasing polyvinyl alcohol (PVA) films demand growth.

#### Leading Companies in the Polyvinyl Alcohol (PVA) Films Market

The companies specialise in advanced materials and chemicals, delivering cutting-edge solutions to various sectors including electronics, automotive, and healthcare.

- Aicello Corporation
- Mitsubishi Chemical Corporation
- Nippon Gohsei UK Limited
- Arrow GreenTech Ltd.
- KURARAY Co., Ltd.
- Others

#### **Table of Contents:**

- 1 Executive Summary
  - 1.1 Market Size 2024-2025
  - 1.2 Market Growth 2025(F)-2034(F)
  - 1.3 Key Demand Drivers
  - 1.4 Key Players and Competitive Structure
  - 1.5 Industry Best Practices

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- 1.6 Recent Trends and Developments
- 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
  - 2.1 Market Trends
  - 2.2 Key Verticals
  - 2.3 Key Regions
  - 2.4 Supplier Power
  - 2.5 Buyer Power
  - 2.6 Key Market Opportunities and Risks
  - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
  - 3.1 GDP Outlook
  - 3.2 GDP Per Capita Growth
  - 3.3 Inflation Trends
  - 3.4 Democracy Index
  - 3.5 Gross Public Debt Ratios
  - 3.6 Balance of Payment (BoP) Position
  - 3.7 Population Outlook
  - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
  - 4.1 Country Risk
  - 4.2 Business Climate
- 5 Global Polyvinyl Alcohol (PVA) Films Market Analysis
  - 5.1 Key Industry Highlights
  - 5.2 Global Polyvinyl Alcohol (PVA) Films Historical Market (2018-2024)
  - 5.3 Global Polyvinyl Alcohol (PVA) Films Market Forecast (2025-2034)
  - 5.4 Global Polyvinyl Alcohol (PVA) Films Market by Type
    - 5.4.1 Water-Soluble
      - 5.4.1.1 Historical Trend (2018-2024)
      - 5.4.1.2 Forecast Trend (2025-2034)
    - 5.4.2 Polarizer
      - 5.4.2.1 Historical Trend (2018-2024)
      - 5.4.2.2 Forecast Trend (2025-2034)
    - 5.4.3 Others
  - 5.5 Global Polyvinyl Alcohol (PVA) Films Market by Grade
    - 5.5.1 Fully Hydrolyzed
      - 5.5.1.1 Historical Trend (2018-2024)
      - 5.5.1.2 Forecast Trend (2025-2034)
    - 5.5.2 Partially Hydrolyzed
      - 5.5.2.1 Historical Trend (2018-2024)
      - 5.5.2.2 Forecast Trend (2025-2034)
    - 5.5.3 Sub-Partially Hydrolyzed
      - 5.5.3.1 Historical Trend (2018-2024)
      - 5.5.3.2 Forecast Trend (2025-2034)
    - 5.5.4 Low Foaming Grades
      - 5.5.4.1 Historical Trend (2018-2024)
      - 5.5.4.2 Forecast Trend (2025-2034)

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- 5.5.5 Others
- 5.6 Global Polyvinyl Alcohol (PVA) Films Market by Application
  - 5.6.1 Detergent Packaging
    - 5.6.1.1 Historical Trend (2018-2024)
    - 5.6.1.2 Forecast Trend (2025-2034)
  - 5.6.2 Agrochemical Packaging
    - 5.6.2.1 Historical Trend (2018-2024)
    - 5.6.2.2 Forecast Trend (2025-2034)
  - 5.6.3 Laundry Bags
    - 5.6.3.1 Historical Trend (2018-2024)
    - 5.6.3.2 Forecast Trend (2025-2034)
  - 5.6.4 Embroidery
    - 5.6.4.1 Historical Trend (2018-2024)
    - 5.6.4.2 Forecast Trend (2025-2034)
  - 5.6.5 Others
- 5.7 Global Polyvinyl Alcohol (PVA) Films Market by End Use
  - 5.7.1 Automotive
    - 5.7.1.1 Historical Trend (2018-2024)
    - 5.7.1.2 Forecast Trend (2025-2034)
  - 5.7.2 Paper Industry
    - 5.7.2.1 Historical Trend (2018-2024)
    - 5.7.2.2 Forecast Trend (2025-2034)
  - 5.7.3 Construction
    - 5.7.3.1 Historical Trend (2018-2024)
    - 5.7.3.2 Forecast Trend (2025-2034)
  - 5.7.4 Electronics
    - 5.7.4.1 Historical Trend (2018-2024)
    - 5.7.4.2 Forecast Trend (2025-2034)
  - 5.7.5 Medical
    - 5.7.5.1 Historical Trend (2018-2024)
    - 5.7.5.2 Forecast Trend (2025-2034)
  - 5.7.6 Aerospace
    - 5.7.6.1 Historical Trend (2018-2024)
    - 5.7.6.2 Forecast Trend (2025-2034)
  - 5.7.7 Others
- 5.8 Global Polyvinyl Alcohol (PVA) Films Market by Region
  - 5.8.1 North America
    - 5.8.1.1 Historical Trend (2018-2024)
    - 5.8.1.2 Forecast Trend (2025-2034)
  - 5.8.2 Europe
    - 5.8.2.1 Historical Trend (2018-2024)
    - 5.8.2.2 Forecast Trend (2025-2034)
  - 5.8.3 Asia Pacific
    - 5.8.3.1 Historical Trend (2018-2024)
    - 5.8.3.2 Forecast Trend (2025-2034)
  - 5.8.4 Latin America
    - 5.8.4.1 Historical Trend (2018-2024)

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- 5.8.4.2 Forecast Trend (2025-2034)
- 5.8.5 Middle East and Africa
  - 5.8.5.1 Historical Trend (2018-2024)
  - 5.8.5.2 Forecast Trend (2025-2034)
- 6 North America Polyvinyl Alcohol (PVA) Films Market Analysis
  - 6.1 United States of America
    - 6.1.1 Historical Trend (2018-2024)
    - 6.1.2 Forecast Trend (2025-2034)
  - 6.2 Canada
    - 6.2.1 Historical Trend (2018-2024)
    - 6.2.2 Forecast Trend (2025-2034)
- 7 Europe Polyvinyl Alcohol (PVA) Films Market Analysis
  - 7.1 United Kingdom
    - 7.1.1 Historical Trend (2018-2024)
    - 7.1.2 Forecast Trend (2025-2034)
  - 7.2 Germany
    - 7.2.1 Historical Trend (2018-2024)
    - 7.2.2 Forecast Trend (2025-2034)
  - 7.3 France
    - 7.3.1 Historical Trend (2018-2024)
    - 7.3.2 Forecast Trend (2025-2034)
  - 7.4 Italy
    - 7.4.1 Historical Trend (2018-2024)
    - 7.4.2 Forecast Trend (2025-2034)
  - 7.5 Others
- 8 Asia Pacific Polyvinyl Alcohol (PVA) Films Market Analysis
  - 8.1 China
    - 8.1.1 Historical Trend (2018-2024)
    - 8.1.2 Forecast Trend (2025-2034)
  - 8.2 Japan
    - 8.2.1 Historical Trend (2018-2024)
    - 8.2.2 Forecast Trend (2025-2034)
  - 8.3 India
    - 8.3.1 Historical Trend (2018-2024)
    - 8.3.2 Forecast Trend (2025-2034)
  - 8.4 ASEAN
    - 8.4.1 Historical Trend (2018-2024)
    - 8.4.2 Forecast Trend (2025-2034)
  - 8.5 Australia
    - 8.5.1 Historical Trend (2018-2024)
    - 8.5.2 Forecast Trend (2025-2034)
  - 8.6 Others
- 9 Latin America Polyvinyl Alcohol (PVA) Films Market Analysis
  - 9.1 Brazil
    - 9.1.1 Historical Trend (2018-2024)
    - 9.1.2 Forecast Trend (2025-2034)
  - 9.2 Argentina

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- 9.2.1 Historical Trend (2018-2024)
- 9.2.2 Forecast Trend (2025-2034)
- 9.3 Mexico
  - 9.3.1 Historical Trend (2018-2024)
  - 9.3.2 Forecast Trend (2025-2034)
- 9.4 Others
- 10 Middle East and Africa Polyvinyl Alcohol (PVA) Films Market Analysis
  - 10.1 Saudi Arabia
    - 10.1.1 Historical Trend (2018-2024)
    - 10.1.2 Forecast Trend (2025-2034)
  - 10.2 United Arab Emirates
    - 10.2.1 Historical Trend (2018-2024)
    - 10.2.2 Forecast Trend (2025-2034)
  - 10.3 Nigeria
    - 10.3.1 Historical Trend (2018-2024)
    - 10.3.2 Forecast Trend (2025-2034)
  - 10.4 South Africa
    - 10.4.1 Historical Trend (2018-2024)
    - 10.4.2 Forecast Trend (2025-2034)
  - 10.5 Others
- 11 Market Dynamics
  - 11.1 SWOT Analysis
    - 11.1.1 Strengths
    - 11.1.2 Weaknesses
    - 11.1.3 Opportunities
    - 11.1.4 Threats
  - 11.2 Porter's Five Forces Analysis
    - 11.2.1 Supplier's Power
    - 11.2.2 Buyer's Power
    - 11.2.3 Threat of New Entrants
    - 11.2.4 Degree of Rivalry
    - 11.2.5 Threat of Substitutes
  - 11.3 Key Indicators for Demand
  - 11.4 Key Indicators for Price
- 12 Value Chain Analysis
- 13 Price Analysis
  - 13.1 North America Historical Price Trends (2018-2024) & Forecast (2025-2034)
  - 13.2 Europe Historical Price Trends (2018-2024) & Forecast (2025-2034)
  - 13.3 Asia Pacific Historical Price Trends (2018-2024) & Forecast (2025-2034)
  - 13.4 Latin America Historical Price Trends (2018-2024) & Forecast (2025-2034)
  - 13.5 Middle East & Africa Historical Price Trends (2018-2024) & Forecast (2025-2034)
- 14 Manufacturing Process
  - 14.1 Overview
  - 14.2 Detailed Process Flow
  - 14.3 Operation Involved
- 15 Procurement Insights
  - 15.1 Contract Terms

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- 15.2 Cost Structure
  - 15.2.1 Raw Material
  - 15.2.2 Utility
  - 15.2.3 Labour Cost
  - 15.2.4 Fixed Cost
- 15.3 Pricing Model
- 15.4 Vendor Selection Criteria
- 15.5 Supplier and Buyer Power at Regional Level
  - 15.5.1 Demand
  - 15.5.2 Supply
  - 15.5.3 Raw Material/Feedstock Availability
  - 15.5.4 Supplier Power
  - 15.5.5 Buyer Power
- 15.6 Procurement Strategy: Best Practices
- 16 Competitive Landscape
  - 16.1 Supplier Selection
  - 16.2 Key Global Players
  - 16.3 Key Regional Players
  - 16.4 Key Player Strategies
  - 16.5 Company Profiles
    - 16.5.1 Aicello Corporation
      - 16.5.1.1 Company Overview
      - 16.5.1.2 Product Portfolio
      - 16.5.1.3 Demographic Reach and Achievements
      - 16.5.1.4 Certifications
    - 16.5.2 Mitsubishi Chemical Corporation
      - 16.5.2.1 Company Overview
      - 16.5.2.2 Product Portfolio
      - 16.5.2.3 Demographic Reach and Achievements
      - 16.5.2.4 Certifications
    - 16.5.3 Nippon Gohsei UK Limited
      - 16.5.3.1 Company Overview
      - 16.5.3.2 Product Portfolio
      - 16.5.3.3 Demographic Reach and Achievements
      - 16.5.3.4 Certifications
    - 16.5.4 Arrow GreenTech Ltd.
      - 16.5.4.1 Company Overview
      - 16.5.4.2 Product Portfolio
      - 16.5.4.3 Demographic Reach and Achievements
      - 16.5.4.4 Certifications
    - 16.5.5 KURARAY Co., Ltd.
      - 16.5.5.1 Company Overview
      - 16.5.5.2 Product Portfolio
      - 16.5.5.3 Demographic Reach and Achievements
      - 16.5.5.4 Certifications
    - 16.5.6 Others

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