Polyvinyl Butyral (PVB) Market by Application, PVB Films & Sheets Market by End-user Industry and by Region - Trends and Forecasts to 2019

Description: Polyvinyl Butyral (PVB) Market by Application (Films & Sheets, Paints & Coatings and Adhesives), PVB Films & Sheets Market by End-user Industry (Automotive, Construction and Photovoltaic) and by Region - Trends and Forecasts to 2019

PVB is manufactured from the condensation reaction of polyvinyl alcohol (PVA) and n-butyraldehyde. PVB is compatible with phthalate ester, phosphate ester, fatty ester, glycol derivatives and many other plasticizers. In addition; PVB resins can be blended with nitrocellulose and ketone resin to increase its hardness. PVB resins find their application in films & sheets, paints & coatings and adhesives in order to enhance their physical as well as chemical characteristics, such as excellent optical clarity, strong binding power and outstanding adhesive and film forming properties. It is also used in other applications such as safety glass interlayers, paints, lacquers & varnishes, printing inks, and temporary binders.

Asia-Pacific is the global leader in the consumption of PVB resins and PVB films & sheets and this dominance is expected to continue till 2019. China is the key market in the region, consuming more than half of the demand for PVB resins and films & sheets, followed by Japan, South Korea, and India where consumption is growing at a steadily. Increase in the consumption of PVB resins for films & sheets, paints & coatings, and adhesives have been observed in Asia-Pacific due to continued industrialization and rise in the manufacturing sector of the region. The continuous growth and innovation, along with industry consolidations, are projected to ascertain a bright future for the industry.

PVB films and sheets are coatings that are primed from specialty PVB resins. PVB film is one of the most popular interlayer used for glass lamination. Laminated glass comprises of a protective interlayer, usually PVB which is bonded between two panels of glass. The bonding process takes place under heat and pressure. PVB films & sheets are used in different end-user industries such as automotive, construction and photovoltaic.

This study on PVB resins and PVB films & sheets market estimates the market value for PVB and projects the same by 2019. As a part of quantitative analysis, the study segments the market by application and end-user industry at country level with the current market estimation and forecast till 2019. The countries covered in the report are China, Japan, Taiwan, India, South Korea, Brazil, Germany, the U.K., Belgium, the Netherlands, and the U.S. The segmentation by application includes films & sheets, paints & coatings and adhesives. The segmentation by end-user industry includes automotive, construction and photovoltaic. Further as a part of qualitative analysis, the research provides a comprehensive review of major market drivers, restraints, opportunities, winning imperatives, challenges, and key issues in the market. It also includes the company profiling and competitive strategies adopted by different market players, including Eastman Chemical Company (U.S.), Kuraray Co.,Ltd (Japan), Sekisui Chemicals (Japan), Kingboard (Fo Gang) Specialty Resins Co LTD (Hongkong), Zhejiang Bisheng Plastics Co.Ltd (China), Huakai Plastic (Chongqing) Co., Ltd (China), Chang Chun Petrochemicals Co., Ltd. (Taiwan), Lifeng group co,. Ltd (China), and Guangzhou Aojisi New Material Co., Ltd (China).

Contents:
1 Introduction
  1.1 Objectives of the Study
1.2 Market Scope
  1.2.1 Market Definition
  1.2.2 Markets Covered
    1.2.2.1 PVB Resins Scope, By Application
    1.2.2.2 PVB Films & Sheets Scope, By End User
    1.2.2.3 Scope, By Region
  1.2.3 Year
  1.2.4 Currency
  1.2.5 Package Size
  1.2.6 Limitations
  1.3 Stakeholders
2 Research Methodology
2.1 Market Size Estimation
2.2 Market Crackdown & Data Triangulation
2.3 Market Share Estimation
2.3.1 Key Data From Secondary Sources
2.3.2 Key Data From Primary Sources
2.3.3 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities in PVB Resins Market
4.2 PVB Resins, By Region
4.3 PVB Films & Sheets, By Region
4.4 PVB Resins Market in Asia-Pacific Region
4.5 Leading Countries in the Market for PVB Resins, 2013
4.6 China & Us: the Two Top Consumers of PVB Films & Sheets, 2013
4.7 PVB Resins Market Size, By Leading Country in Terms of Growth Rate, 2014—2019
4.8 PVB Resins Market, By Application: Regional Mix (2013)
4.9 Life Cycle Analysis, By Region

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 PVB Resins Market, By Application
5.2.2 PVB Films & Sheets Market, By End-User
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Elevating PVB Films & Sheets Market in Asia-Pacific Region
5.3.1.2 Increasing Penetration in Construction & Automotive Industries
5.3.2 Restraint
5.3.2.1 Stagnant Market of European Economy
5.3.3 Opportunities
5.3.3.1 Growing Photovoltaic Industry
5.3.3.2 Investment in Developing Economies
5.3.4 Challenges
5.3.4.1 Stringent Environmental Regulations
5.3.5 Winning Imperatives
5.3.5.1 Developing/Enhancing PVB Grades for Current As Well As Emerging Applications and End-Use Industries

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.2.1 Raw Materials
6.2.2 Manufacturing Process
6.2.3 Applications
6.2.4 Distribution Network
6.2.5 Marketing & Sales
6.2.6 End User
6.3 Porter’s Five forces Analysis
6.3.1 Threat Of New Entrants
6.3.2 Threat of Substitutes
6.3.3 Bargaining Power of Buyers
6.3.4 Bargaining Power of Suppliers
6.3.5 Degree of Competition
6.4 Raw Material Analysis
6.4.1 Polyvinyl Alcohol
6.4.2 Butyl Aldehyde

7 PVB Resins Market, By Application
7.1 Introduction
7.2 Films & Sheets
7.3 Paints & Coatings
7.4 Adhesives
7.5 Others

8 PVB Resins Market, By Region
8.1 Introduction
8.2 North America
8.2.1 U.S.
8.2.2 Mexico
8.2.3 Canada
8.3 Europe
8.3.1 Belgium
8.3.2 Netherlands
8.3.3 Germany
8.4 Asia Pacific
8.4.1 China
8.4.2 Japan
8.4.3 Taiwan
8.4.4 Japan
8.4.5 South Korea
8.5 ROW
8.5.1 Brazil

9 PVB Films & Sheets Market, By End Use Industry
9.1 Introduction
9.2 Automotive
9.3 Construction
9.4 Photovoltaic

10 PVB Films & Sheets Market, By Region
10.1 Introduction
10.2 North-America
10.2.1 U.S.
10.2.2 Mexico
10.2.3 Canada
10.3 Europe
10.3.1 Germany
10.3.2 U.K.
10.3.3 France
10.4 Asia-Pacific
10.4.1 China
10.4.2 Japan
10.4.3 South Korea
10.4.4 India
10.5 Rest of the World
10.5.1 Brazil

11 Competitive Landscape
11.1 Overview
11.2 Competitive Situation & Trends
11.2.1 Expansions
11.2.2 New Product Launches & Developments
11.2.3 Mergers & Acquisitions
11.2.4 Agreements & Collaborations

12 Company Profiles
12.1 Introduction
12.2 Eastman Chemicals Company
12.2.1 Business Overview
12.2.2 Products
12.2.3 Key Strategy
12.2.4 Recent Developments
12.2.5 SWOT Analysis
12.2.5.1 MNM View
12.3 Kuraray Co., Ltd.
12.3.1 Business Overview
12.3.2 Products
12.3.3 Key Strategy
12.3.4 Recent Developments
12.3.5 SWOT Analysis
12.3.5.1 MNM View
12.4 Sekisui Chemicals Co., Ltd.
12.4.1 Business Overview
12.4.2 Product & Services
12.4.3 Key Strategy
12.4.4 Recent Developments
12.4.5 SWOT Analysis
12.4.5.1 MNM View
12.5 Kingboard (Fo Gang) Specialty Resins Co Ltd
12.5.1 Business Overview
12.5.2 Products
12.5.3 Key Strategy
12.5.4 SWOT Analysis
12.5.5 Recent Developments
12.5.5.1 MNM View
12.6 Chang Chun Petrochemicals Co., Ltd.
12.6.1 Business Overview
12.6.2 Products
12.6.3 Key Strategy
12.6.4 SWOT Analysis
12.6.4.1 MNM View
12.7 Guangzhou Aojisi New Material Co., Ltd.
12.7.1 Business Overview
12.7.2 Products
12.7.3 Key Strategy
12.8 Huakai Plastic (Chongqing) Co., Ltd.
12.8.1 Business Overview
12.8.2 Products
12.8.3 Key Strategy
12.8.4 Recent Developments
12.9 Huzhou Xinfu New Material Co.,Ltd
12.9.1 Business Overview
12.9.2 Products
12.9.3 Key Strategy
12.10 Lifeng Group Co,. Ltd.
12.10.1 Business Overview
12.10.2 Products
12.10.3 Key Strategy
12.11 Zhejiang Bisheng Plastics Co., Ltd.
12.11.1 Business Overview
12.11.2 Products
12.11.3 Key Strategy
12.11.4 Recent Development

List of Tables (104 Tables)

Table 1 Pvoh Group Properties
Table 2 Properties of PVB Resin
Table 3 PVB Resins By Company & Its Brand
Table 4 PVB Films & Sheets By Company & Its Brand
Table 5 Impact of Global PVB Market Drivers (2014–2019)
Table 6 Asia-Pacific Automotive Production, 2012-2013
Table 7 Gdp Growth Rate of Major European Economies, 2011-2013 (%)
Table 8 Global PVB Market Restraint (2014–2019)
Table 9 Global PVB Market Opportunities
Table 10 Butyraldehyde: Product Characteristics
Table 11 Properties of PVB Resins in Different Applications
Table 12 Global PVB Resin in Films & Sheets Market Size (KT) & ($Million), 2012-2019
Table 13 Global PVB Resin in Paints & Coatings Market Size (KT) & ($Million), 2012-2019
Table 14 Global PVB Resin in Adhesives Market Size (KT) & ($Million), 2012-2019
Table 15 Global PVB Resin in Other Applications Market Size (KT) & ($Million), 2012-2019
Table 16 PVB Resin Market, By Region, 2012-2019 (KT)
Table 17 PVB Resin Market, By Region, 2012-2019 ($Million)
Table 18 North America: PVB Resins Market, By Country, 2012-2019 (KT)
Table 19 North America: PVB Resins Market, By Country, 2012-2019 ($Million)
Table 20 North America : PVB Resins Market, By Application, 2012-2019 (KT)
Table 21 North America : PVB Resins Market, By Application, 2012-2019 ($Million)
Table 22 U.S.: PVB Resins Market, By Application, 2012–2019 (KT)
Table 23 U.S.: PVB Resins Market, By Application, 2012–2019 ($Million)
Table 24 Mexico: PVB Resins Market, By Application, 2012-2019 (KT)
Table 25 Mexico: PVB Resins Market, By Application, 2012-2019 ($Million)
Table 26 Canada: PVB Resins Market, By Application, 2012-2019 (KT)
Table 27 Canada: PVB Resins Market, By Application, 2012–2019 ($Million)
Table 28 Europe: PVB Resins Market, By Country, 2012–2019 (KT)
Table 29 Europe: PVB Resins Market, By Country, 2012–2019 ($Million)
Table 30 Europe : PVB Resins Market, By Application, 2012–2019 (KT)
Table 31 Europe : PVB Resins Market, By Application, 2012–2019 ($Million)
Table 32 Belgium : PVB Resins Market, By Application, 2012–2019 (KT)
Table 33 Belgium : PVB Resins Market, By Application, 2012–2019 ($Million)
Table 34 Netherlands : PVB Resins Market, By Application, 2012–2019 (KT)
Table 35 Netherlands : PVB Resins Market, By Application, 2012–2019 ($Million)
Table 36 Germany : PVB Resins Market, By Application, 2012–2019 (KT)
Table 37 Germany : PVB Resins Market, By Application, 2012–2019 ($Million)
Table 38 Asia-Pacific: PVB Resins, By Country, 2012–2019 (KT)
Table 39 Asia-Pacific: PVB Resins, By Country, 2012–2019 ($Million)
Table 40 Asia-Pacific : PVB Resins Market, By Application, 2012–2019 (KT)
Table 41 Asia-Pacific : PVB Resins Market, By Application, 2012–2019 ($Million)
Table 42 China : PVB Resins Market, By Application, 2012–2019 (KT)
Table 43 China : PVB Resins Market, By Application, 2012–2019 ($Million)
Table 44 Japan: PVB Resins Market, By Application, 2012–2019 (KT)
Table 45 Japan: PVB Resins Market, By Application, 2012–2019 ($Million)
Table 46 Taiwan : PVB Resins Market, By Application, 2012–2019 (KT)
Table 47 Taiwan : PVB Resins Market, By Application, 2012–2019 ($Million)
Table 48 Japan: PVB Resins Market, By Application, 2012–2019 (KT)
Table 49 Japan: PVB Resins Market, By Application, 2012–2019 ($Million)
Table 50 South Korea: PVB Resins Market, By Application, 2012–2019 (KT)
Table 51 South Korea: PVB Resins Market, By Application, 2012–2019 ($Million)
Table 52 ROW: PVB Resins, By Country, 2012–2019 (KT)
Table 53 ROW: PVB Resins Market, By Country, 2012–2019 ($Million)
Table 54 ROW : PVB Resins Market, By Application, 2012-2019 (KT)
Table 55 ROW : PVB Resins Market, By Application, 2012-2019 ($Million)
Table 56 Brazil: PVB Resins Market, By Application, 2012-2019 (KT)
Table 57 Brazil: PVB Resins Market, By Application, 2012-2019 ($Million)
Table 58 Global PVB Films & Sheets Market Size in Automotive Industry (KT) & ($Million), 2012-2019
Table 59 Global PVB Films & Sheets Market Size in Construction Industry (KT) & ($Million), 2012-2019
Table 60 Global PVB Films & Sheets Market Size in Photovoltaic Industry (KT) & ($Million), 2012-2019
Table 61 PVB Films & Sheets Market, By Region, 2012-2019 (KT)
Table 62 PVB Films & Sheets Market, By Region, 2012-2019 ($Million)
Table 63 North America : PVB Films & Sheets Market, By Country, 2012-2019 (KT)
Table 64 North America: PVB Films & Sheets Market, By Country, 2012-2019 ($Million)
Table 65 North America : PVB Resins Market, By End User, 2012-2019 (KT)
Table 66 North America : PVB Resins Market, By End User, 2012-2019 ($Million)
Table 67 U.S.: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 68 U.S.: PVB Film & Sheet Market, By End User, 2012–2019 ($Million)
Table 69 Mexico: PVB Films & Sheet Markets, By End User, 2012–2019 (KT)
Table 70 Mexico: PVB Films & Sheets Market, By End User, 2012–2019 ($Million)
Table 71 Canada: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 72 Canada.: PVB Film & Sheet Market, By End User, 2012–2019 ($Million)
Table 73 Europe: PVB Films & Sheets Market, By Country, 2012-2019 (KT)
Table 74 Europe: PVB Films & Sheets Market, By Country, 2012-2019 ($Million)
Table 75 Europe: PVB Films & Sheets Market, By End User, 2012-2019 (KT)
Table 76 Europe: PVB Films & Sheets Market, By End User, 2012-2019 ($Million)
Table 77 Germany: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 78 Germany: PVB Films & Sheets Market, By End User, 2012–2019 ($Million)
Table 79 U.K.: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 80 U.K.: PVB Films & Sheets Market, By End User, 2012–2019 ($Million)
Table 81 France: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 82 France: PVB Films & Sheets Market, By End User, 2012–2019 ($Million)
Table 83 Asia-Pacific: PVB Films & Sheets Market, By Country, 2012-2019 (KT)
Table 84 Asia-Pacific: PVB Films & Sheets Market, By Country, 2012-2019 ($Million)
Table 85 Asia-Pacific: PVB Films & Sheets Market, By End User, 2012-2019 (KT)
Table 86 Asia-Pacific: PVB Films & Sheets Market, By End User, 2012-2019 ($Million)
Table 87 China: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 88 China: PVB Films & Sheets Market, By End User, 2012–2019 ($Million)
Table 89 Japan: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 90 Japan: PVB Films & Sheets Market, By End User, 2012–2019 ($Million)
Table 91 South Korea: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 92 South Korea: PVB Films & Sheets Market, By End User, 2012–2019 ($Million)
Table 93 India: PVB Film & Sheet Market, By End User, 2012–2019 (KT)
Table 94 India: PVB Film & Sheet Market, By End User, 2012–2019 ($Million)
Table 95 ROW: PVB Films & Sheets Market, By Country, 2012–2019 (KT)
Table 96 ROW: PVB Films & Sheets Market, By Country, 2012–2019 ($Million)
Table 97 ROW: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 98 ROW: PVB Films & Sheets Market, By End User, 2012–2019 ($Million)
Table 99 Brazil: PVB Films & Sheets Market, By End User, 2012–2019 (KT)
Table 100 Brazil: PVB Films & Sheets Market, By End User, 2012–2019 ($Million)
Table 101 Expansions, 2010-2013
Table 102 New Product Launch, 2013
Table 103 Mergers & Acquisitions, 2013-2014
Table 104 Agreements & Collaborations, 2013

List of Figures (61 Figures)

Figure 1 PVB Resin Market Segmentation
Figure 2 PVB Market: Research Methodology
Figure 3 Market Size Estimation Methodology: Bottom-Up Approach
Figure 4 Market Size Estimation Methodology: Top-Down Approach
Figure 5 Break Down of Primary Interviews, By Company Type, Designation & Region
Figure 6 PVB Resin Market Snapshot (2014 Vs. 2019): Market for Films & Sheets Application to Grow At the Fastest Rate
Figure 7 PVB Resin Market Size, By Country, 2014 ($Million)
Figure 8 PVB Films & Sheets Market Share (Volume), By Region, 2013
Figure 9 PVB Resins Market Expected to Grow in Value in Near Future
Figure 10 Global PVB Resin Market: Growth Expected Between 2014 & 2019
Figure 11 PVB Resin in Asia-Pacific: China is the Growth Engine of the Region
Figure 12 Us & China: the Two top Contributors to the Global PVB Resins Consumption in 2013
Figure 13 Key Growth Pockets: the top Five Countries to Invest in the Next Five Years
Figure 14 Films & Sheets is the Dominant PVB Application in the Asia-Pacific Region
Figure 15 Asia-Pacific Market is in Exponential Growth Phase (2013)
Figure 16 PVB Market Segmentation, By Application
Figure 17 PVB Film & Sheet Market Segmentation, By End-User
Figure 18 Increasing Demand From Emerging Markets Drives the PVB Market Growth
Figure 19 Overview of PVB Value Chain
Figure 20 Porter’s Five forces Analysis of the PVB Market
Figure 21 Global Polyvinyl Alcohol Consumption, 2013
Figure 22 Polyvinyl Alcohol, By End Application, 2013
Figure 23 Films & Sheets Application in PVB Resins is the Largest Segment
Figure 24 Asia-Pacific is the Fastest-Growing Market for PVB Resins in Films & Sheets Application
Figure 25 PVB Resin Market is Dominated By the U.S. for Paint & Coating Applications
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