



Market Insights: Polyvinyl Alcohols – 2020

Market Insights: Polyvinyl Alcohols - 2020 is one in a series of reports published as part of Nexant's Markets & Profitability program.

Nexant's upcoming Market Insights report provides a comprehensive review of the global polyvinyl alcohols (PVOH) market and includes:

- Discussion regarding key market drivers and constraints for each region
- Supply, demand trade for nine regions: North America, South America, Western Europe, Central Europe, Eastern Europe, Middle East, Africa, Asia Pacific, and China
- Competitiveness analysis, including competitive landscape, who's who of suppliers and cost competitiveness
- Price forecasts with commentary regarding latest trends
- Forecast period: 10 years history and 15 year forecast to 2035

Along with the written report, data is provided in Excel including global capacity listings.

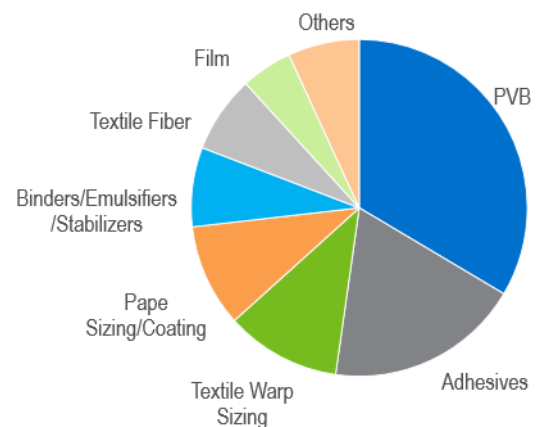
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Report Abstract:

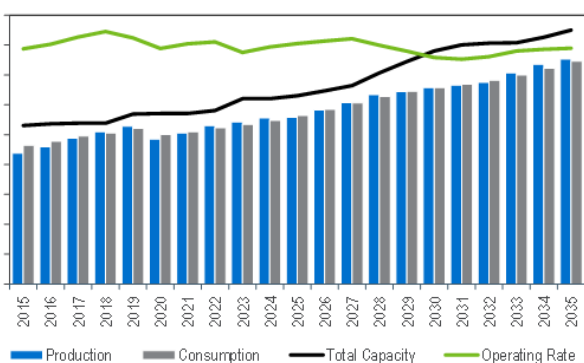
Polyvinyl alcohol is a water-soluble synthetic polymer with excellent film-forming, emulsifying, and adhesive properties. This versatile polymer offers outstanding resistance to oil, grease, and solvents, plus high tensile strength, flexibility, and high oxygen barrier. Suitable applications for polyvinyl alcohol are largely determined by its properties. The basic properties of polyvinyl alcohol depend on its degree of polymerization, degree of hydrolysis, and distribution of hydroxyl groups.

Polyvinyl alcohol is a key raw material for a broad range of applications, ranging from paper, construction, and packaging to adhesives, cosmetics, electronics, and textiles. Polyvinyl butyral (PVB), a major derivative of polyvinyl alcohol, is a pliable, tough thermoplastic used as the interlayer in laminated safety glass. Polyvinyl butyral is formulated to give controlled adhesion to glass and optimum impact performance in laminated safety glass for automotive, security, and general glazing applications.

Global PVOH Demand, 2019



PVOH Global Supply and Demand



Global polyvinyl alcohol consumption has increased steadily since 2014. Demand is expected to continue to grow along with the global economy, with the average annual growth rate at 2.3 percent from 2019 to 2035. The main demand driver during the forecast period are polymerization aids, adhesives and fabric sizing uses in developing countries and increase in demand for high end products such as PVB and PVOH films in developed countries

Global polyvinyl alcohol operating rates have averaged 90 percent over the past four years. Usually the high up-front costs associated with constructing a new PVOH facility are the main reason that PVOH manufacturers must generally achieve high operating rates. Around 1.4 million additional capacity is expected to be built by 2035, with the largest capacity addition in China.



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Each region section in Chapter 3 includes:

- Market Overview
- Market Drivers
- Market Constraints
- Competitive Landscape
- Supply and Demand

For additional analysis on polyolefins, please refer to:

- [Market Analytics: Methanol and Derivatives - 2020](#)
- [Market Insights: Vinyl Acetate Monomer - 2018](#)
- [Profitability and Price Forecast: Methanol - 2019](#)

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The **Markets and Profitability** program comprises of the well-known Petroleum and Petrochemical Economics (PPE), PolyOlefins Planning Service (POPS), Strategic Business Analysis (SBA) and World Gas Analytics (WGAS).

Markets and Profitability tracks over 60 feedstocks, petrochemicals, polymers, chemical intermediates and fertilizers on an ongoing basis and provides regularly updated reports covering all commercial aspects of these global industries. The accompanying database, provides global analysis and forecasts in two major inter- related areas: **Markets and Profitability**.

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