

Wallpaper Market Presents Strong Revenue Visibility in Near Future Booming At a CAGR of 3.6% During 2022-2031

According to a new market report, *The global wallpaper market analysis into product type, end-user, distribution channel, and region.*

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According to a new report published by

Allied Market Research, titled, "[Wallpaper Market](#)" The wallpaper market was valued at \$2.3 billion in 2021 and the wallpaper market size is estimated to reach \$3.2 billion by 2031, growing at a CAGR of 3.6% from 2022 to 2031. The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape.



Wallpaper Market 2021-2031

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Hotels and restaurants view it as an initial investment, and budgets are prepared based on the expected return on investment.”

Roshan Deshmukh

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The growing number of restaurants and the changes in perception about the working environment by the private organizations cheer up their employees with a neat and refreshing office interior increasing the wallpaper market trends. The necessity of interior decoration and budget for

this purpose varies according to the consumer segment that urges the brands to differentiate offers according to the need of the organization or household.

The global wallpaper market analysis into product type, end-user, distribution channel, and region. Depending upon product type, the market is segregated into Vinyl-Based Wallpaper, Non-Woven Wallpaper, Pure Paper Type Wallpaper, and Other Wallpaper. On the basis of End-

user, it is fragmented into Residential and Non-Residential. Depending on the distribution channel, it is categorized into supermarket/hypermarket, specialty stores, and e-commerce platforms. Region-wise, the wallpaper market is analyzed across North America (U.S., Canada, and Mexico) Europe (Germany, Russia, UK, Italy, France, and the Rest of Europe) Asia-Pacific (China, Japan, South Korea, India, Australia, Rest of Asia-Pacific), LAMEA (UAE, Saudi Arabia, Brazil, Chile, South Africa and Rest of LAMEA).

Depending on product type, Vinyl-Based Wallpaper dominated the market with \$943.3 million in 2021 and is estimated to reach \$1300.1 million by 2031, at a CAGR of 3.3% during the forecast period. The vinyl coating makes this wallpaper water-resistant. It can be installed in areas that are normally too moist for traditional wallpaper, such as bathrooms and kitchens. Grease and dirt are usually not a problem for these long-lasting papers, so users can put them almost anywhere in their homes or business.

The End-user, residential wallpapers were the highest contributor to the market, and are estimated to reach \$1285.7 million by 2031, at a CAGR of 3.3% during the forecast period. Household requirements differ significantly from those of hotels and restaurants, as well as commercial workplaces. Different themes were preferred by homes depending on the number of individuals in the household and the function of the room. The trend of using wallpapers now growing into the non-residential sector as well and also showing a positive growth rate during the forecast year but as of now, the Residential segment has more market share than the Non-Residential segment.

As per the distribution channel, the specialty store segment was the highest contributor to the market, with \$1012.7 million in 2021, and is estimated to reach \$1467.3 million by 2031, at a CAGR of 3.8% during the forecast period. The specialty store segment is the leading distribution channel with almost half of the wallpaper market share, e-commerce stores growing with the next leading segment during the forecast period helps in increasing the wallpaper market demand.

The key players profiled in the global wallpaper market include AS Creation, Brewers Group, Colefax Group Plc, Graham & Brown Limited, Lilycolor Co Ltd., Osborne & Little Limited, Sangetsu Corporation, Sherwin-Williams Company, The Romo Group, Walker Greenbank Plc

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Region wise , the North American region was the highest contributor to the market, with \$878.0 million in 2021, and is estimated to reach \$1171.3 million by 2031, at a CAGR of 3.0% during the forecast period. North America dominated the market and is expected to sustain its dominance during the forecast years. The per-person expenditure capacity and lifestyle of the North American region are much healthy than the other region. Wallpaper is part of this region's lifestyle for a very long time period, which increases the wallpaper market Opportunity.

Key Benefits For Stakeholders:

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the wallpaper market growth analysis from 2021 to 2031 to identify the prevailing wallpaper market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the wallpaper market size segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

Reason to Buy:

- Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the global Wallpaper market.
- Highlights key business priorities in order to guide the companies to reform their business strategies and establish themselves in the wide geography.
- The key findings and recommendations highlight crucial progressive industry trends in the Wallpaper Market, thereby allowing players to develop effective long-term strategies in order to garner their market revenue.
- Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

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