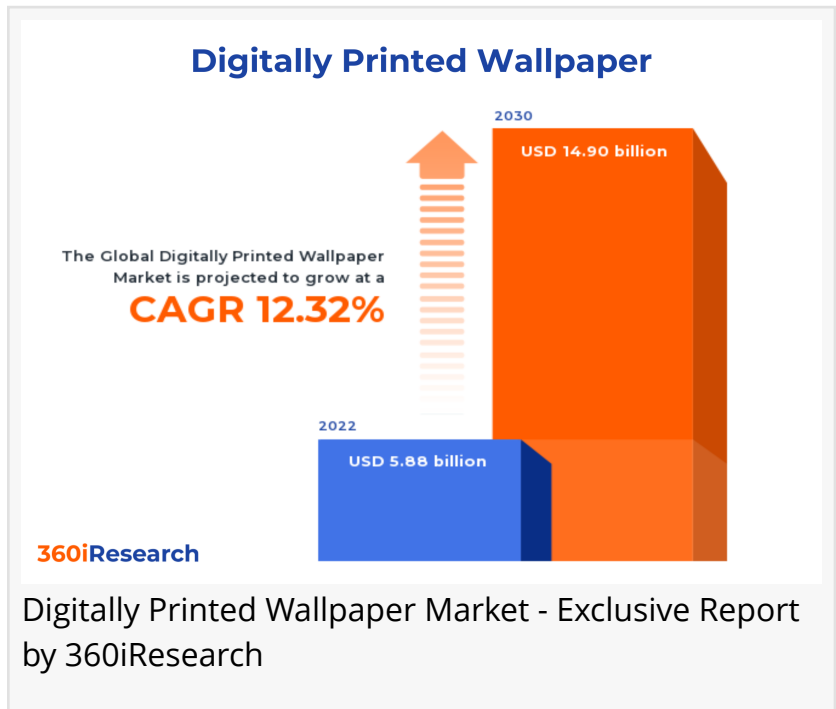


# Digitally Printed Wallpaper Market worth \$14.90 billion by 2030 - Exclusive Report by 360iResearch

*The Global Digitally Printed Wallpaper Market to grow from USD 5.88 billion in 2022 to USD 14.90 billion by 2030, at a CAGR of 12.32%.*

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EINPresswire.com/ -- The "[Digitally Printed Wallpaper Market](#) by Product (Mylar, Paper, Vinyl), Technology (Electrophotography, Inkjet), Distribution Channel, Application - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



The Global Digitally Printed Wallpaper Market to grow from USD 5.88 billion in 2022 to USD 14.90 billion by 2030, at a CAGR of 12.32%.

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Digitally printed wallpaper refers to a modern and advanced method of producing custom-designed wallpapers through the use of digital printing technology. Digital printing enables customers to create bespoke wall coverings tailored specifically to their preferences and aesthetic vision. Increasing demand for personalized home interiors driven by the rise in disposable income and growing interest in unique aesthetics is contributing to the overall growth of this market. Rapid advancements in printing technology have led to improved image quality and faster production rates of wallpapers at reduced costs. However, concerns associated with the quality of digitally printed wallpapers and the complex printing process have impacted the development of the market. Market players are working on developing advanced technologies to introduce high-definition wallpapers to address these limitations. Commercial applications such as retail stores, offices, hotels & restaurants, Healthcare, automotive & transportation are also

propelling the demand for digitally printed wallpapers due to their ability to create distinctive brand identities while offering easy-to-maintain solutions for large-scale wall décor projects. Furthermore, growing environmental concerns are driving a shift towards eco-friendly materials such as non-woven textiles and recyclable paper substrates.

**Technology:** Deployment of electrophotography technology due to its eco-friendly nature and highly adaptiveness

Electrophotography, also known as laser printing, is a digital printing technology that primarily uses toner particles to create images on a substrate. The process involves static electricity to transfer toner particles onto the substrate, producing precise image reproduction. This technology is widely used for wallpaper production due to its high resolution and cost-effectiveness, making it ideal for commercial and large-scale projects. On the other hand, inkjet technology methods are used for digitally printing wallpapers because they are versatile and can produce vibrant colors on various substrates. This technology propels ink droplets onto a surface using piezoelectric or thermal techniques, resulting in high-resolution prints with excellent color depth. An important aspect where inkjet exceeds electrophotography is its eco-friendliness. In addition to being environmentally friendly, inkjet technology is highly adaptable, allowing for customization and smaller print runs without compromising quality.

**Distribution Channel:** The popularity of online distribution channels due to the convenience offered by e-Commerce platforms

The offline distribution channel for digitally printed wallpaper involves traditional brick-and-mortar stores, such as specialty wallpaper retailers, home improvement centers, and interior design studios. This distribution channel caters to customers who prefer a tactile experience while shopping for wallpapers, allowing them to feel the texture and see the colors in person before making a purchase decision. On the other hand, the online distribution channel has gained popularity primarily due to the convenience offered by e-Commerce platforms. These platforms allow customers to browse through thousands of designs from the comfort of their homes or offices. Online channels cater to tech-savvy consumers who appreciate the ease of access provided by digital marketplaces and are comfortable making purchase decisions based on high-quality images and detailed product descriptions.

**Application:** Preference for wallpapers in hotels, restaurants, educational institutions, and healthcare facilities

In the commercial sector, digitally printed wallpapers are used in various environments, such as offices, retail spaces, hotels, restaurants, educational institutions, and healthcare facilities. The preference for these wallpapers stems from their ability to provide customized designs that match a company's branding or create a specific ambiance. Their durability also ensures low maintenance costs and long-lasting appeal in high-traffic areas. Businesses can use unique and eye-catching wallpaper designs to enhance customer's shopping experience. On the other hand, residential applications for digitally printed wallpapers include living rooms, bedrooms, home offices, and other personal spaces. Homeowners choose these products for their versatility in design options, ease of application or removal, and the ability to create unique environments

tailored to individual preferences. In home offices, customized wallpaper designs promote productivity and relaxation, used in dedicated workspaces or multi-function rooms. Commercial applications often prioritize durability, customization, and brand-enhancing designs, while residential uses focus on personalization, aesthetics, and ease of application or removal.

Product: Improved designs of wallpapers in vinyl materials to attain a larger customer attraction

Mylar is a durable polyester film with high tensile strength and resistance to moisture, heat, and chemicals, making it an ideal choice for various applications, including commercial spaces, hospitality sectors, and high-traffic areas. Paper wallpapers have been the traditional go-to choice for interior decoration due to their affordability and ease of application. With advancements in digital printing technology, paper wallpapers now offer vibrant colors, intricate designs, and customization options. Vinyl wallpapers are known for their durability, moisture resistance, and ease of cleaning, making them a major for bathrooms, kitchens, and other high-moisture environments. Mylar wallpapers offer superior durability and resistance to environmental factors; however, they may come at a higher price point compared to paper or vinyl alternatives. Paper wallpapers remain an affordable and eco-friendly choice with a wide variety of designs available. Vinyl wallpapers provide a versatile solution suitable for both residential and commercial spaces due to their water-resistance properties and realistic texture replication capabilities.

Regional Insights:

The market for digitally printed wallpaper in the Americas is vast and diverse, with North America being the primary driver of growth due to a strong focus on interior design innovation. The United States and Canada are home to several major companies specializing in this sector, offering a wide range of customized designs catering to both residential and commercial markets. The Asian market for digitally printed wallpaper is growing rapidly due to increasing disposable incomes, urbanization trends, and an expanding middle class with a strong appetite for modern interior design solutions. Developing countries such as China and India are witnessing an increased demand for customized wallpapers catering to their unique cultural preferences. Manufacturing techniques employed by Asian companies are evolving rapidly, with digital printing technologies such as UV-curable inkjet gaining popularity due to their high-quality output and faster drying times compared to traditional solvent-based inks. Europe has a well-established market for digitally printed wallpaper, driven by strong players that operate on a global scale. Being early adopters of digital printing technology, European manufacturers have gained considerable expertise in producing high-quality wallpapers that cater to both traditional and contemporary design preferences. With strict environmental regulations in place across Europe, there is an emphasis on utilizing sustainable materials and production processes.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Digitally Printed Wallpaper Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business

Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

#### Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Digitally Printed Wallpaper Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

#### Key Company Profiles:

The report delves into recent significant developments in the Digitally Printed Wallpaper Market, highlighting leading vendors and their innovative profiles. These include A.S. Création Tapeten AG, Artisan Handprints, Inc., Astek Wallcovering, Inc., Brewster Home Fashions LLC, DuPont de Nemours, Inc., Flavor Paper, Gimmersta Wallpaper AB, Glamora Srl, Graham & Brown Ltd., Grandeco Wallfashion Group, Inkiostro Bianco PI, Kaleon PTY LTD., Koroseal Interior Products, LLC, Level Digital Wallcoverings, Manchester Manufacturing Group, MARBURGER TAPETENFABRIK J. B. Schaefer GmbH & Co. KG, MeiTu Digital Industry Co., Ltd., Milton & King, Moonavor Sisustus, Muraspec Decorative Solutions Limited, MX Display Ltd., Octink by Paragon Group UK Ltd., Rasch GmbH & Co. KG, Roland DG Corporation, Sanderson Design Group, Sentec International BV, Spoonflower Inc., Tecnografica, The Detroit Wallpaper Co., Xeikon by Flint Group, and York Wallcoverings, Inc..

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#### Market Segmentation & Coverage:

This research report categorizes the Digitally Printed Wallpaper Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Product, market is studied across Mylar, Paper, and Vinyl. The Mylar is projected to witness significant market share during forecast period.

Based on Technology, market is studied across Electrophotography and Inkjet. The Inkjet is projected to witness significant market share during forecast period.

Based on Distribution Channel, market is studied across Offline and Online. The Offline is projected to witness significant market share during forecast period.

Based on Application, market is studied across Commercial and Residential. The Commercial is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Americas commanded largest market share of 42.63% in 2022, followed by Europe, Middle East & Africa.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Digitally Printed Wallpaper Market, by Product
7. Digitally Printed Wallpaper Market, by Technology
8. Digitally Printed Wallpaper Market, by Distribution Channel
9. Digitally Printed Wallpaper Market, by Application
10. Americas Digitally Printed Wallpaper Market
11. Asia-Pacific Digitally Printed Wallpaper Market
12. Europe, Middle East & Africa Digitally Printed Wallpaper Market
13. Competitive Landscape
14. Competitive Portfolio
15. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players

5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Digitally Printed Wallpaper Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Digitally Printed Wallpaper Market?
3. What is the competitive strategic window for opportunities in the Digitally Printed Wallpaper Market?
4. What are the technology trends and regulatory frameworks in the Digitally Printed Wallpaper Market?
5. What is the market share of the leading vendors in the Digitally Printed Wallpaper Market?
6. What modes and strategic moves are considered suitable for entering the Digitally Printed Wallpaper Market?

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