

Digitally Printed Wallpaper Market to Develop New Growth Story 2024 - 2031 | A.S. Création Tapeten AG

The digitally printed wallpaper market is estimated to be valued at USD 6.67 Bn in 2024 and is expected to reach USD 22.75 Bn by 2031

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/EINPresswire.com/ -- Market Overview:

Digitally printed wallpaper refers to wall décor printed using large scale digital printers. It comes with benefits like high image resolution, personalized printing, eco-friendly production, and quick turnaround time. These wallpapers are used in residential and commercial settings for interior decorations.



Digitally Printed Wallpaper Market trend

Market Dynamics:

The digitally printed wallpaper market is witnessing high growth owing to increasing demand for personalized home décor solutions and growing popularity of online interior design services. The market growth is further driven by two main factors:

Firstly, rising consumer inclination towards unique and customized interior décor themes at affordable prices is fueling the demand for digitally printed wallpapers. These wallpapers allow consumers to personalize designs as per their preferences.

Secondly, growing 'Do It Yourself' home décor trend among consumers is positively impacting the market. Digitally printed wallpapers with self-adhesive backing provide an easy installation process without requiring professional help. This self-installation feature is appealing to DIY-oriented consumers.

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Driver: Advancements in digital printing technology has enabled the mass-production of customized digitally printed wallpaper

The availability of advanced digital printing technology has boosted the production capabilities of digitally printed wallpaper manufacturers. Digital printing allows for short-run production which makes it viable for manufacturers to produce wallpaper designs on-demand according to customer requirements. This has enabled mass-customization where buyers can choose from a wide variety of designs, patterns, textures and upload their own design ideas which can be printed on wallpaper. The digitally printed designs mimic the quality and look of traditional wallpaper. This personalized touch has made digitally printed wallpaper popular with homeowners who want stylish yet unique interior decor options.

Driver: Growing popularity of online retailers for purchase of interior décor products

The widespread adoption of the internet and growth of e-commerce has provided a convenient platform for retailers to sell digitally printed wallpaper online. Interior design focused online retailers offer a huge catalog of wallpaper options from different brands at competitive rates with easy delivery and installation options. Customers can browse through samples online, get a real feel of designs and place orders safely from the comfort of their homes. Major online retailers also allow bulk purchases of commercial grade wallpaper required for offices, hotels etc driving volumes. This has boosted product visibility and accessibility driving the demand for digitally printed wallpaper.

Trends: Rising focus on sustainability and eco-friendly production

With growing environmental consciousness, sustainability is becoming an important purchasing consideration across industries. In the wallpaper sector too, there is an uptick in demand for eco-friendly options made from recycled or FSC certified paper/vinyl. Digitally printed wallpaper producers are well-positioned to capitalize on this green trend. Digital technology allows for less wastage during production and on-demand runs help reduce inventory and storage wastes. Manufacturers are advancing greener production methods by incorporating renewable materials, reducing chemical usage, offering take-back programs etc. Emphasizing their sustainable credentials and developing an eco range will strengthen the appeal of digitally printed wallpaper compared to traditional ones. This presents new marketing opportunities for vendors in the space.

Top Companies Featured in This Report:

- A.S. Création Tapeten AG
- Grandeco Wallfashion Group Belgium NV
- Graham and Brown Ltd.
- MX Display Ltd.

- Flavor Paper
- Moonavoor Sisustus
- JOHNMARK LTD
- Glamora Srl
- Inkiostro Bianco PI
- Tecnografica
- Syndikat4
- DAISY JAMES
- ÉLITIS
- MINDTHEGAP
- YO2 Designs
- Arte International
- Astek
- Momentum Textiles & Wallcovering
- Londonart
- John Mark Ltd

Market Segmentation:

By Product Type:

- By Substrate: Nonwoven, Vinyl, Paper, and Others (Glass Fiber, Canvas, and Grass Cloth, etc.)
- By Printing Technology: Inkjet and Electrophotography
- By End-Use Sector: Residential and Non – Residential

Key Regions/Countries are Classified as Follows:

North America (U.S., Canada, Mexico)

Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)

Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)

South America (Brazil, Argentina, Rest of SA)

Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

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Reasons to Obtain Our Comprehensive Market Report:

- Conduct an extensive analysis of various aspects of the Digitally Printed Wallpaper Market utilizing Porter's Five Forces framework.
- Gain insights into the growth rate and market shares of different product types and applications/end-users within the Digitally Printed Wallpaper Market.

- Explore the Digitally Printed Wallpaper Market dynamics across different regions through comprehensive regional analysis.
- Assess the impact of Covid-19 on the Digitally Printed Wallpaper Market with a meticulous research approach.
- Stay updated on the latest developments, market shares, and strategies of key market players within the Digitally Printed Wallpaper Market.
- Delve into a thorough evaluation of the market strategies, geographical presence, and business segments of the top players in the Digitally Printed Wallpaper Market.
- Anticipate key challenges, product advancements, and solutions that may influence the market's progression and threats.

Key Questions Answered:

- What was the size of the Digitally Printed Wallpaper Market in 2021, and what will it be worth by 2030?
- What is the current global scenario for the Digitally Printed Wallpaper Market?
- What are the optimal business strategies for maximizing growth potential?
- What are the recent trends in the Digitally Printed Wallpaper Market?
- What is the market share in terms of revenue, sales, and size in specific geographical regions?
- Who are the key industry players in the Digitally Printed Wallpaper Market?
- Which segments of the Digitally Printed Wallpaper Market are in high demand?

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