

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

BURLINGAME, CALIFORNIA, UNITED STATES, July 3, 2024 / EINPresswire.com/ -- Market Overview:

Digitally printed wallpaper utilizes digital printing technology to print customizable wallpaper designs. It allows consumers to choose from a wide range of images, colors, textures for interior decoration of homes and offices.



Digitally Printed Wallpaper Market Insights

Market Dynamics:

The digitally printed wallpaper market is witnessing high growth owing to the rising demand for personalized and customized wallpaper designs from consumers. Digitally printed wallpaper gives freedom to customers to design their walls according to their personality and style. Furthermore, faster printing and easy installation are also augmenting the market growth. Manufacturers are offering innovative wallpaper designs on varied themes like nature scenes, abstract patterns, floral prints etc. to attract more consumers. However, high production cost and volatile prices of raw materials may hamper the market growth during the forecast period.

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Digitally Printed Wallpaper Market Drivers

Increased consumer spending on home improvement and interior décor is fueling the growth of digitally printed wallpaper market

Over the past few years, there has been a significant rise in consumer spending on home improvement, remodeling, renovations and interior decor products. As homes serve not just as dwellings but also as a symbol of social status, people are increasingly willing to spend more on enhancing the aesthetics and looks of their living spaces. Digitally printed wallpapers have emerged as a popular choice due to their wide variety of designs, ease of installation and affordability compared to traditionally produced wallpapers. This rising consumer spending on interior décor has been a key driver boosting the demand for digitally printed wallpapers.

Digitally Printed Wallpaper Market Opportunity

Growing demand for wall murals and artwork presents a major opportunity for digitally printed wallpaper producers

There is a rapidly emerging trend where consumers are looking to personalize their living spaces with artistic wall decor elements beyond traditional wallpaper. Wall murals, vinyl prints replicating famous artwork, illustrated wall décor are examples witnessing substantial popularity. This preference for one-of-a-kind and statement wall features tailored to individual tastes offers a massive opportunity for producers of digitally printed wallpaper. Their ability to print murals, artwork and custom illustrations on wallpapers at scale providing the look of original pieces, positions them well to tap into this burgeoning demand vertical and drive further revenue growth in the coming years.

Digitally Printed Wallpaper Market Trend

Sustainability conscious production methods using eco-friendly materials is a key trend gaining prominence

Environmental sustainability has become an imperative across industries globally and the wallpaper sector is no exception. There is a pronounced shift in consumer preference towards wallpaper lines produced using eco-friendly raw materials and via sustainable manufacturing techniques. Major digitally printed wallpaper producers have started emphasizing sustainable sourcing and green production practices through initiatives like utilizing paper-based substrates instead of vinyl and optimizing supply chains to reduce carbon footprint. They are also marketing their sustainable attributes to wallpaper buyers who are willing to pay extra for greener products. This underscores the importance of sustainability as a dominant trend that manufacturers must increasingly factor into their operations and strategies.

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Top Companies Featured in This Report:

- A.S. Création Tapeten AG
- Grandeco Wallfashion Group Belgium NV
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- 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 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)

Key Insights from the Global Digitally Printed Wallpaper Market Analysis:

Market Size Evaluation: Assessing the value and sales volume of the Digitally Printed Wallpaper market spanning from 2024 to 2031.

Market Trends and Dynamics: Analyzing the drivers, opportunities, challenges, and risks

influencing the Digitally Printed Wallpaper market.

Macro-economic and Regional Impacts: Exploring how global inflation and geopolitical events affect the Digitally Printed Wallpaper market.

Segment Analysis: Examining the market value and sales volume of Digitally Printed Wallpaper by type and application from 2024 to 2031.

Regional Market Overview: Assessing the current situations and future prospects of the Digitally Printed Wallpaper market in different regions.

Country-level Studies: Providing insights into revenue and sales volume for major countries within each region.

The report also delves into the competitive landscape, key players, trade patterns, industry value chain, recent news, policies, and regulations. Should you have any inquiries or require customization options, please don't hesitate to contact us.

In summary, whether you're engaged in manufacturing, distribution, or investment within the Digitally Printed Wallpaper sector, this report furnishes invaluable insights into market segments, drivers, challenges, investment prospects, regional dynamics, major players, growth strategies, prevailing trends, and hurdles influencing the industry's expansion.

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Author Bio:

Alice Mutum is a seasoned senior content editor at Coherent Market Insights, leveraging extensive expertise gained from her previous role as a content writer. With seven years in content development, Alice masterfully employs SEO best practices and cutting-edge digital marketing strategies to craft high-ranking, impactful content. As an editor, she meticulously ensures flawless grammar and punctuation, precise data accuracy, and perfect alignment with audience needs in every research report. Alice's dedication to excellence and her strategic approach to content make her an invaluable asset in the world of market insights.

(LinkedIn: www.linkedin.com/in/alice-mutum-3b247b137)

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Mr. Shah

Coherent Market Insights Pvt. Ltd.

+1 206-701-6702

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