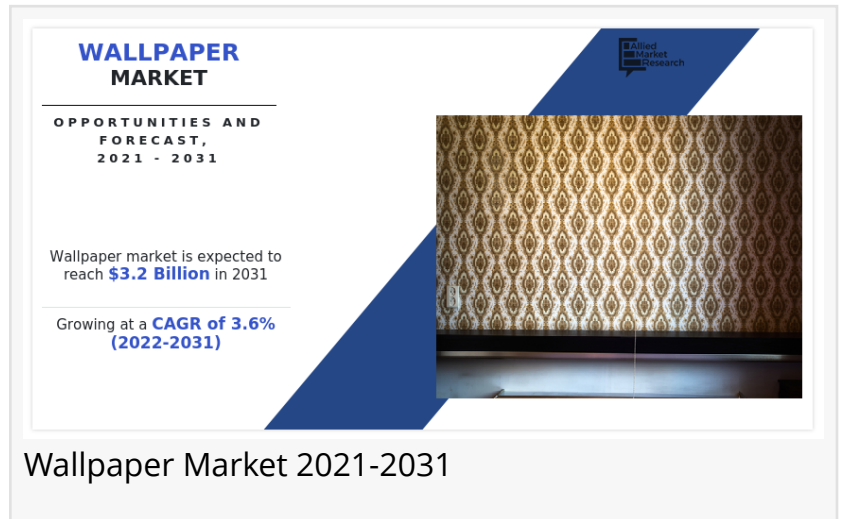


Wallpaper Market is Booming with a 3.6% CAGR, Projected Reach \$3.2 Billion by 2031

By product type, the Vinyl-Based Wallpaper segment is estimated to witness the significant growth in 2021.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, March 11, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Wallpaper Market](#) by Product Type, by End Users, by Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2021-2031". The report

provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends. 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.



Wallpaper Market 2021-2031

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In 2021, depending on end-user, the residential wallpaper segment was valued at 1285.7 million, accounting for 56.7% of the global Wallpaper market share.”

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.

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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.

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□□□□□□ □□□□□□: Consumer preferences for wallpaper designs have evolved significantly over

time. While traditional floral patterns and geometric designs remain popular, there has been a growing demand for modern and innovative designs, including textured wallpapers, metallic finishes, and digitally printed patterns. Keeping up with current design trends is crucial for wallpaper manufacturers to maintain relevance and attract customers.

Technological Innovations: Technological innovations have revolutionized the wallpaper industry, making production processes more efficient and allowing for greater customization. Digital printing technology, for example, enables manufacturers to produce wallpapers with intricate designs and vibrant colors, catering to diverse consumer preferences. Additionally, advancements in materials have led to the development of eco-friendly and sustainable wallpapers, appealing to environmentally conscious consumers.

Market Segmentation: The wallpaper market is segmented based on various factors, including application (residential, commercial), material type (vinyl, non-woven, paper-based), distribution channel (online, offline), and region. Understanding these segments and their respective demand drivers is essential for companies to effectively target their products and marketing strategies.

Regional Demand: Demand for wallpaper varies across regions due to cultural preferences, economic conditions, and housing trends. Emerging economies with rapidly growing construction sectors, such as China and India, present significant growth opportunities for the wallpaper industry. Conversely, mature markets like North America and Europe may experience slower growth but still offer opportunities for innovation and niche market targeting.

Consumer Preferences: Consumer preferences and behavior play a significant role in driving demand for wallpapers. Factors such as lifestyle changes, demographic shifts, and disposable income influence purchasing decisions. For instance, millennials and Generation Z consumers, known for their penchant for personalization and self-expression, may gravitate towards unique and customizable wallpaper designs.

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

Market Size and Forecast:

□ The wallpaper market size was valued at \$2268.6 million in 2021, and is estimated to reach \$3226.7 million by 2031, registering a CAGR of 3.6%, wallpaper market forecast from 2022 to 2031.

□ In 2021, by product type, the Vinyl-Based Wallpaper segment is estimated to witness the significant growth, registering a CAGR of 3.3% during the forecast period.

□ In 2021, depending on end-user, the residential wallpaper segment was valued at 1285.7

million, accounting for 56.7% of the global Wallpaper market share.

□ In 2021, by distribution channel, the wallpaper market growth in specialty segment is estimated to witness significant growth, registering a CAGR of 3.8% during the forecast period.

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- Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
- Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
- Classify potential new clients or partners in the target demographic.
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