

# Americas Wall Coverings Market Expected to reach \$ 104,199.0 million by 2031

*Americas Wall Coverings Market Size, Share, Competitive Landscape and Trend Analysis Report*

WILMINGTON, DE, UNITED STATES, July 14, 2025 /EINPresswire.com/ -- The [Americas wall coverings market](#), valued at \$67,034.4 million in 2021, is projected to reach \$104,199.0 million by 2031, registering a CAGR of 4.6% from 2022 to 2031. Wall coverings enhance the aesthetic appeal and protect vertical surfaces in homes and offices, applicable to both interior and exterior spaces. Common materials include wallpaper, wall panels, and tiles like marble and ceramics, widely used in residential and non-residential sectors for elegance and durability. The market's growth is driven by expanding construction activities in emerging countries like the U.S., Canada, and Brazil, fueled by rapid urbanization, industrialization, and rising disposable incomes. These factors have shifted preferences toward visually appealing wall designs, boosting demand.

Download PDF Sample Copy@ <https://www.alliedmarketresearch.com/request-sample/A31777>

Wall coverings offer practical benefits, including moisture and stain resistance, texture enhancement, and surface protection, which further propel market growth. Government and private investments in infrastructure, such as the U.S. government's \$3.1 billion allocation for energy-efficient residential buildings in March 2022, have significantly contributed to market expansion. Similarly, Canada's \$2 billion investment in August 2022 for 17,000 homes, including affordable units, underscores the demand for wall coverings in new construction projects. Technological advancements in digital and traditional printing have also created growth opportunities by enabling innovative designs and improved production efficiency.

By product type, tiles dominated the market in 2021 due to their durability, humidity resistance, and ease of cleaning, making them ideal for hot or moist environments. Tiles enhance both interior and exterior wall appearances, driving their demand in residential and commercial applications. Wallpaper is expected to grow at the highest CAGR, reflecting consumer interest in stylish, customizable designs. The market is segmented by application into new construction and renovation, with new construction leading in 2021 due to population growth and urbanization. The residential segment held the largest share, driven by increased housing projects in countries like the U.S., Canada, and Brazil, supported by government initiatives.

Regionally, North America generated the highest revenue in 2021, attributed to robust infrastructure development and construction activities. Latin America is expected to grow at a significant rate, driven by increasing urbanization and investments in Brazil, Mexico, and other countries. The rise in renovation and remodeling activities, particularly in residential units, further fuels demand across the Americas. The market is also segmented by end user into residential and non-residential, with the former leading due to growing housing needs.

The COVID-19 pandemic significantly impacted the market in 2019, halting production due to lockdowns and disrupting global trade and supply chains. However, the introduction of vaccines and declining case numbers by mid-2022 enabled wall covering companies to resume full-scale operations, aiding market recovery. The resurgence of construction and infrastructure projects post-pandemic has further supported growth.

Enquire Before Buying@ <https://www.alliedmarketresearch.com/purchase-enquiry/A31777>

Key players in the Americas wall coverings market include Adfors/Saint Gobain, Benjamin Moore & Co., Brewster Home Fashions, Crossville Inc., Daltile, F. Schumacher & Co., J. Josephson Inc., Maya Romanoff Corporation, Waldan Paper Services LLC, and York Wallcoverings. These companies drive innovation through advanced materials and designs, strengthening their market positions. The report provides a comprehensive analysis of market trends, dynamics, and opportunities, with in-depth segmentation by product type (paint, wallpaper, plaster, panel, tile), application (new construction, renovation), end user (residential, non-residential), and region (North America, Latin America). North America's dominance and Latin America's growth potential highlight regional opportunities.

The market benefits from increasing consumer spending on home improvement and the growing popularity of sustainable, low-maintenance wall coverings. Challenges include fluctuating raw material costs and supply chain disruptions, which could impact production and pricing. Porter's five forces analysis reveals a competitive landscape with moderate bargaining power for suppliers and buyers, alongside threats from new entrants and substitutes. The report's insights into market positioning and strategies of top competitors provide stakeholders with a clear understanding of the market's competitive outlook.

Investment in eco-friendly and durable materials, such as ceramic tiles and advanced wallpapers, is expected to drive future growth. The focus on energy-efficient and aesthetically pleasing designs aligns with consumer preferences and government policies promoting sustainable construction. As urbanization continues to accelerate, particularly in Latin America, the demand for wall coverings in both new and renovated structures is likely to rise. The Americas wall coverings market is poised for steady growth, supported by economic recovery, technological advancements, and increasing construction investments across the region.

Update On Demand@ <https://www.alliedmarketresearch.com/request-for-customization/A31777>

## About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Allied Market Research CEO Pawan Kumar is instrumental in inspiring and encouraging everyone associated with the company to maintain high quality of data and help clients in every way possible to achieve success. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

## Contact us:

United States

1209 Orange Street,  
Corporation Trust Center,  
Wilmington, New Castle,  
Delaware 19801 USA.

Int'l: +1-503-894-6022

Toll Free: +1-800-792-5285

Fax: +1-800-792-5285

[help@alliedmarketresearch.com](mailto:help@alliedmarketresearch.com)

David Correa

Allied Market Research

+ + +1 800-792-5285

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/830531129>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.