

United States Wall Covering and Wall Decor - Growth, Trends, Covid-19, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 117 pages | Mordor Intelligence

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Report description:

The United States wall covering and wall decor market is anticipated to register a CAGR of 3.27% over the forecast period. The two common areas of applications of wall coverings and wall decor are residential and commercial facilities. Many qualities of wallpaper, including color, texture, and design, drastically change the appearance of rooms. Moreover, a growing interest in textured wall coverings, like grasscloth wallpaper, and other surfaces, such as natural woods, boucle, boiled wool, canvas, mohair, and sisal fabrications, has witnessed increased preferences.

Key Highlights

In the wallpaper industry, residential constructions hold a sizeable market share and predict to rise significantly. As a result of continued population expansion across the US, demand for wall homes, especially apartments, has surged. It is primarily due to work possibilities and population growth.

Additionally, US construction spending unexpectedly rebounded in September 2022, experiencing a surge in nonresidential structures investment. It offset a further decline in outlays on single-family homebuilding. The commerce department stated that construction spending rose by 0.2% in September after declining by 0.6% in August 2022.

Moreover, some primary-edge digital techniques transform ordinary surfaces into a unique reflection of a company's brand image. Also, the growing demand for digitally printed solutions and online procurement of wall art is anticipated to propel the market growth in the forecast time frame. As such, wall coverings have witnessed several enhancements and are catering to the demands of consumers.

However, the demand for wallpapers gets challenged by the difficulty in installing or replacing a wallpaper, coupled with changing consumer preferences toward low-cost decor ideas.

Due to the past COVID-19 outbreak, the US has been severely affected, as it is among the top countries with the highest number of positive cases and deaths. Such factors impacted the construction sector in the country. Various projects in the country have

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got delayed for groundbreaking or construction work due to lockdown and lack of workforce. Home constructions have seen sluggish growth from the end of 2020 until mid-2021. Due to declining consumer spending capability and loss of business, new investments in home buying decisions were postponed to a later date, hampering the market growth.

US Wall Covering & Wall Decor Market Trends

Increasing Construction Activity to Drive the Market Growth

Trends like construction spending, real estate costs, the rising cost of home renovations, and business prospects for interior designers are boosting the market for wall coverings and decor in the US. According to the US Census, construction spending during September 2022 was estimated at a seasonally adjusted annual rate of USD 1,811.1 billion, 0.2% above the revised August estimate of USD 1,807.0 billion. The September figure is 10.9 % above compared to September 2021, estimated at around USD 1,632.9 billion.

The value of new private construction completed in 2022 exceeded USD 1.45 trillion in September, signaling a definite trend in the private sector's investment in the building. As a result, substantial expenditures were made in house remodeling and decoration in the US, which boosted the wallcovering industry there. A similar trend of increased residential construction will drive the demand for wall coverings brought on by the world's growing population.

The commercial building industry is also expanding. The value of new commercial buildings in the US will increase from USD 47.33 billion in 2012 to USD 99.42 billion in 2021, according to the FMI Corporation. The market expansion in the area is also anticipated to be boosted by technological developments in wall coverings, such as inkjet printing (expected to emulate the texture, design, and appearance of natural wood and stone).

The market vendors concentrated on developing new items to fulfill the surge in demand brought on by the boom in residential development. Sublimation printing is gaining traction in the textile printing market for home decor. It also includes wallcoverings made of printed cloth. With the aid of modern printing technologies, vendors in the market are expanding their product innovations.

For instance, Beaver Paper Group, a well-known producer of sublimation media, introduced their new TexStyles FashionWalls in September 2021. This new range of printable fabric wall coverings enables consumers to create patterns to suit any atmosphere. FashionWalls is abrasion-resistant, washable, and durable. It comes in two versions-latex/UV and dye-sublimation-and is constructed entirely of knit polyester.

Tiles to Hold Significant Market Share

The tiles considered under the scope include ceramic, porcelain, marble, and other tiles. These wall-covering tiles are of different sizes and are fixed on walls using adhesives. NITCO, one of India's leading surface design companies, participated in the recently concluded Coverings 2022 event held in Las Vegas, USA. Also, in April 2022, NITCO introduced its new wall tiles and mosaics for the second consecutive year in the US.

Ceramic wall tiles are rapidly replacing traditional wall covering materials, such as paints and wallpapers, due to their durability, stain and scratch resistance, and low maintenance properties. Furthermore, the growing adoption of ceramic wall tiles as a low-cost alternative to marble and other natural stone slabs further creates scope for the market.

According to the Tile Council of North America (TCNA), Ceramic tile sales and consumption are intimately related to the residential new homes market. In 2021 3.11 billion sq ft of ceramic tile were consumed in the US as ceramic tiles are affordable, practical, and simple to maintain regarding flooring and wall decor.

Designer tiles are gaining momentum in the commercial industry, with businesses exploring new designs to improve infrastructure

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appeal. Marble tile brings a sense of elegance and timelessness to any space?. Even after the higher initial cost of wall tiles, factors such as attractiveness, longevity, and durability have made tiles one of the most sought-after wall covering products.

US Wall Covering & Wall Decor Market Competitor Analysis

The United States wall covering and wall decor market is fragmented. Players in the market are adopting strategic collaboration, offering new products to cater to the demands of changing customer preferences, and strengthening their market share.

January 2022 - Ahlstrom-Munksjo purchased a 60% interest in Chinese decor paper manufacturer Minglian New Materials Technology Co. Ltd., creating a joint venture with a state-of-the-art factory in Xingtai, Hebei Province, China. Ahlstrom-Munksjo has become a prominent participant in the decor paper market with enhanced cost competitiveness and a strong presence in Europe, America, and Asia by integrating Minglian with its current Decor business,

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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