

## **Wallpaper - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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### **Report description:**

The Wallpaper Market size is estimated at USD 2.26 billion in 2024, and is expected to reach USD 2.69 billion by 2029, growing at a CAGR of 3.59% during the forecast period (2024-2029).

Wallpapers are cost-effective, hence are increasingly being adopted over traditional wall painting practices.

#### Key Highlights

- Rising disposable incomes and the rapid rise of urbanization have overwhelmingly replaced rural cultures and have helped drive historical changes in human social roots on a global scale. As a result, many wall coverings and other modern products, such as very low heat transfer window frames, electrical cables and pipes, easy-to-clean floors, and light-reflecting roofs, are growing.
- Wallpapers available today with technological advancements help elevate rooms or living spaces and are available in wide varieties, driving the market demand while allowing consumers to choose what they want. Moreover, according to Housing.com, in February 2022, wallpapers can be used for ceiling surfaces, closets, door panels, and framed art to brighten the home. Wallpaper is also suitable for areas with clean lines and a few curves, such as table tops, mirror frames, picture frames, stools, chests of drawers, and open wall units.
- The preference for eco-friendly wallpaper is another factor driving the demand for vinyl-based products. The energy consumption required to manufacture vinyl wallpaper is only half that of paper wallpaper. On the other hand, the need for commercial wallpaper is also fueled by an increasing number of restaurants, clubs, bars, and cafes around the world, where wallpaper plays an important role in attracting customers and giving them a feeling of well-being and relaxation.
- Moreover, with the advent of graphic design and new reproduction methods, wallpaper has become the next breakthrough in design and decoration. Major design firms such as Brooklyn's Calico have enabled wallpaper to enter homes.
- According to Nagai Co., Ltd in October 2021, a large amount of plasticizer is added to vinyl chloride to give it flexibility during

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wallpaper processing. In addition to plasticizers, various chemicals are used, such as fungicides, flame retardants, and dyes. Over time, these chemicals are released into the room as volatile organic compounds (VOCs). These VOCs cause various symptoms, including headaches, dizziness, and blinking eyes. Such factors can be challenging for the market.

-With the outbreak of COVID-19, the wall covering market did not grow significantly due to a decrease in advertising across the various part of the world. Because of the global lockdown, the construction industry, as well as the trade, has taken a hit. Due to the direct impact of these factors, the wallpaper market was affected. Moreover, consumer spending is also likely to decrease due to the pandemic's economic slowdown.

## Wallpaper Market Trends

### Non-Woven Wallpaper Type Segment is Expected to Hold Significant Market Share

- Non-woven wallpaper is popular in the market due to its versatility and ease of use. Unlike traditional wallpaper, made from paper or vinyl, non-woven wallpaper is made from synthetic and natural fibers, such as polyester and cellulose.
- Non-woven wallpaper is known for its user-friendly installation process. It does not require any soaking time or pasting of the wallpaper itself. Instead, the adhesive is applied directly to the wall, making hanging easier and quicker.
- Non-woven wallpaper is highly durable and resistant to wear and tear. It can withstand moisture, making it suitable for use in areas with high humidity, such as bathrooms and kitchens. It is also less likely to tear during installation or removal.
- Non-woven wallpaper allows the walls to breathe, preventing mold or mildew growth. This feature makes it a choice for spaces where ventilation is a concern.
- Non-woven wallpaper offers various designs, patterns, and textures, catering to various interior design preferences. It can mimic the appearance of fabric, textured surfaces, or even murals, providing a versatile and visually appealing option for homeowners and designers.
- According to the Office for National Statistics (United Kingdom), the revenue projection for the manufacture of wallpaper in the United Kingdom has been updated. It is now anticipated to reach approximately USD 106.73 million by 2024. Please note that this projection is subject to change and should be considered an estimate based on the available data.

### Europe Region is Expected to Hold Significant Market Share

- The European wallpaper market is a significant segment of the global wallpaper industry. Europe is known for its rich history, architectural heritage, and design culture, which contributes to the demand for wallpapers in the region.
- Companies are incorporating digital printing of wallpaper products to enhance sustainability. Digital printing of wallpapers is a sustainable method for creating wall decor because it reduces the waste produced during the design process. The digital printing process does not require the creation of plates, and it uses four times less ink.
- Environmental consciousness and sustainability are gaining importance in the European market. Consumers are increasingly seeking eco-friendly and sustainable wallpaper options. This has led to the availability of wallpapers made from recycled materials, water-based inks, and environmentally friendly production processes.
- In recent years, according to Ambienta, Italy, the choice of wallpaper to decorate walls in offices and houses such as shops is back at the forefront. Compared to traditional wallpaper, the development of new backings, different materials, and advances in digital technology have made it possible to create durable, personalized, and aesthetically pleasing decorations. Wallpaper is an interior design suitable for all types of environments.
- European consumers have a preference for high-quality and luxurious wallpapers. There is a demand for premium materials, intricate designs, and unique patterns. This demand has led to the availability of a wide range of wallpaper options in the market.

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- Moreover, according to European Commission, the degree of urbanization in Europe is expected to increase to around 83.7% by 2050. The share of the total population living in rural areas, while cities and towns experienced a smooth and steady increase. The total population of functional urban areas (FUAs) in Europe is projected to grow by an average of 4% by 2050. An increase in urbanization will leverage the wallpaper market across the region.

## Wallpaper Industry Overview

The wallpaper market is highly fragmented with the presence of major players like York Wall Coverings Inc., Brewster Home Fashion LLC, F. Schumacher & Co, AS Creation Tapeten AG, and Sangetsu Corporation. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

In May 2023, Asian Paints announced the launch of the homes studio in Chennai and the 2023 collection for home decor. The studio offers a garden selection of fabrics, wallpapers, bedding, and rugs.

In August 2022, Sanderson Design Group, one of the luxury interior designs and furnishings firms, announced a new partnership with Disney. The Group's Sanderson brand will be permitted to manufacture wallpapers and textiles based on a wide range of Disney Classic properties under the terms of the licensing arrangement.

## Additional Benefits:

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

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