

Vinyl Wallpaper Market By Product Type (solid vinyl, vinyl coated wallpaper, fabric backed vinyl wallpaper), By Application (Household, Commercial), By Distribution Channel (Supermarket and Hypermarket, Specialty store, E Commerce): Global Opportunity Analysis and Industry Forecast, 2021-2031

Market Report | 2022-09-01 | 268 pages | Allied Market Research

AVAILABLE LICENSES:

- Cloud Access License \$3110.40
- Business User License \$5157.00
- Enterprise License \$8640.00

Report description:

The vinyl wallpaper market was valued at \$943.3 million in 2021, and is projected to reach \$1,300.1 million by 2031 registering a CAGR of 3.3%.

Vinyl wallpaper consists of a carrier layer (recycled paper or non-woven wallpaper base) and a decorative layer made of polyvinyl chloride. A synthetic foam layer provides three-dimensional structures to embossed vinyl wallpaper models. Vinyl wallpapers are ideal for moist areas such as kitchens and bathrooms, as they can be cleaned more thoroughly, and can withstand water & scrubbing. Therefore, it is durable, washable, and resistant to scratching & tearing. These factors make it ideal for high traffic area where greater wall protection is required.

Increase in disposable income of the consumers is one of the primary factors that drive growth of the global vinyl wallpaper market. Rise in demand for home decor and thereby increase in usage of trendy wall covering products are expected to augment their demand in the market. Another reason driving the market of vinyl wallpaper is people's strong preference for environmentally friendly wallpaper. For instance, the energy needed to manufacture vinyl wallpaper is only half that is needed to manufacture paper wall coverings. Moreover, vinyl wallpaper has fire-resistant property which makes it a desirable choice of consumers.

With strong global concerns about the pandemic, coronavirus has largely but negatively influenced the global vinyl wallpaper market. Moreover, due to high demand and low supply trends, prices for wallpaper products increased in 2020 to overcome economic instability. On the contrary, disruptions to the supply chain in shipping could lead to temporary shortages in the supply, putting upward pressure on prices in short-term. The vinyl wallpaper market is gaining high popularity due to growth in the real estate industry, which leads to rise in construction of residential and commercial buildings that require wallpapers.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

The vinyl wallpaper market is segmented on the basis of product type, application, distribution channel, and region. By product type, it is categorized into solid vinyl wallpaper, vinyl coated wallpaper, and fabric backed vinyl wallpaper. By application, it is bifurcated into household and commercial.

As per distribution channel, it is divided into supermarket/hypermarket, specialty store and e-commerce. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Spain, Italy, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, Turkey, Saudi Arabia, South Africa, and Rest of LAMEA).

The key players profiled in this report are AS Creation, York Wallcoverings Inc., Brewster Home Fashions LLC, Sanderson Design Group, F Schumacher & Co., Asian Paints, Osborne & Little, Lentex Corporation, Guilin Wellmax Wallcovering Co., Ltd., and Grandeco Wallfashion Group.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the vinyl wallpaper market analysis from 2021 to 2031 to identify the prevailing vinyl wallpaper market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the vinyl wallpaper market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global vinyl wallpaper market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Product Type

- solid vinyl
- vinyl coated wallpaper
- fabric backed vinyl wallpaper

By Application

- Commercial
- Household

By Distribution Channel

- Supermarket and Hypermarket
- Specialty store
- E Commerce

By Region

- North America
 - U.S.
 - Canada
 - Mexico
- Europe
 - Germany
 - France
 - U.K.
 - Spain
 - Italy
 - Rest of Europe
- Asia-Pacific

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Brazil
- UAE
- Nigeria
- Saudi Arabia
- South Africa
- Rest of LAMEA
- Key Market Players
- A.S creation Tapetan AG
- york wallcoverings
- brewster home fashions
- Sanderson design group
- F Schumacher & co
- Asian Paints Ltd
- osborne & little
- Lentex corporation
- Guilin wellmax wallcovering co. ltd
- Grandeco wallfashion group

Table of Contents:

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key market segments
- 1.3.Key benefits to the stakeholders
- 1.4.Research Methodology
 - 1.4.1.Secondary research
 - 1.4.2.Primary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings of the study
- 2.2.CXO Perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
 - 3.2.1.Top investment pockets
- 3.3.Porter's five forces analysis
- 3.4.Top player positioning
- 3.5.Market dynamics
 - 3.5.1.Drivers
 - 3.5.2.Restraints
 - 3.5.3.Opportunities

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

3.6.COVID-19 Impact Analysis on the market

3.7.Value Chain Analysis

3.8.Market Share Analysis

CHAPTER 4: VINYL WALLPAPER MARKET, BY PRODUCT TYPE

4.1 Overview

4.1.1 Market size and forecast

4.2 solid vinyl

4.2.1 Key market trends, growth factors and opportunities

4.2.2 Market size and forecast, by region

4.2.3 Market analysis by country

4.3 vinyl coated wallpaper

4.3.1 Key market trends, growth factors and opportunities

4.3.2 Market size and forecast, by region

4.3.3 Market analysis by country

4.4 fabric backed vinyl wallpaper

4.4.1 Key market trends, growth factors and opportunities

4.4.2 Market size and forecast, by region

4.4.3 Market analysis by country

CHAPTER 5: VINYL WALLPAPER MARKET, BY APPLICATION

5.1 Overview

5.1.1 Market size and forecast

5.2 Household

5.2.1 Key market trends, growth factors and opportunities

5.2.2 Market size and forecast, by region

5.2.3 Market analysis by country

5.3 Commercial

5.3.1 Key market trends, growth factors and opportunities

5.3.2 Market size and forecast, by region

5.3.3 Market analysis by country

CHAPTER 6: VINYL WALLPAPER MARKET, BY DISTRIBUTION CHANNEL

6.1 Overview

6.1.1 Market size and forecast

6.2 Supermarket and Hypermarket

6.2.1 Key market trends, growth factors and opportunities

6.2.2 Market size and forecast, by region

6.2.3 Market analysis by country

6.3 Specialty store

6.3.1 Key market trends, growth factors and opportunities

6.3.2 Market size and forecast, by region

6.3.3 Market analysis by country

6.4 E Commerce

6.4.1 Key market trends, growth factors and opportunities

6.4.2 Market size and forecast, by region

6.4.3 Market analysis by country

CHAPTER 7: VINYL WALLPAPER MARKET, BY REGION

7.1 Overview

7.1.1 Market size and forecast

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.2 North America
 - 7.2.1 Key trends and opportunities
 - 7.2.2 North America Market size and forecast, by Product Type
 - 7.2.3 North America Market size and forecast, by Application
 - 7.2.4 North America Market size and forecast, by Distribution Channel
 - 7.2.5 North America Market size and forecast, by country
 - 7.2.5.1 U.S.
 - 7.2.5.1.1 Market size and forecast, by Product Type
 - 7.2.5.1.2 Market size and forecast, by Application
 - 7.2.5.1.3 Market size and forecast, by Distribution Channel
 - 7.2.5.2 Canada
 - 7.2.5.2.1 Market size and forecast, by Product Type
 - 7.2.5.2.2 Market size and forecast, by Application
 - 7.2.5.2.3 Market size and forecast, by Distribution Channel
 - 7.2.5.3 Mexico
 - 7.2.5.3.1 Market size and forecast, by Product Type
 - 7.2.5.3.2 Market size and forecast, by Application
 - 7.2.5.3.3 Market size and forecast, by Distribution Channel
- 7.3 Europe
 - 7.3.1 Key trends and opportunities
 - 7.3.2 Europe Market size and forecast, by Product Type
 - 7.3.3 Europe Market size and forecast, by Application
 - 7.3.4 Europe Market size and forecast, by Distribution Channel
 - 7.3.5 Europe Market size and forecast, by country
 - 7.3.5.1 Germany
 - 7.3.5.1.1 Market size and forecast, by Product Type
 - 7.3.5.1.2 Market size and forecast, by Application
 - 7.3.5.1.3 Market size and forecast, by Distribution Channel
 - 7.3.5.2 France
 - 7.3.5.2.1 Market size and forecast, by Product Type
 - 7.3.5.2.2 Market size and forecast, by Application
 - 7.3.5.2.3 Market size and forecast, by Distribution Channel
 - 7.3.5.3 U.K.
 - 7.3.5.3.1 Market size and forecast, by Product Type
 - 7.3.5.3.2 Market size and forecast, by Application
 - 7.3.5.3.3 Market size and forecast, by Distribution Channel
 - 7.3.5.4 Spain
 - 7.3.5.4.1 Market size and forecast, by Product Type
 - 7.3.5.4.2 Market size and forecast, by Application
 - 7.3.5.4.3 Market size and forecast, by Distribution Channel
 - 7.3.5.5 Italy
 - 7.3.5.5.1 Market size and forecast, by Product Type
 - 7.3.5.5.2 Market size and forecast, by Application
 - 7.3.5.5.3 Market size and forecast, by Distribution Channel
 - 7.3.5.6 Rest of Europe
 - 7.3.5.6.1 Market size and forecast, by Product Type
 - 7.3.5.6.2 Market size and forecast, by Application

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.3.5.6.3 Market size and forecast, by Distribution Channel
- 7.4 Asia-Pacific
 - 7.4.1 Key trends and opportunities
 - 7.4.2 Asia-Pacific Market size and forecast, by Product Type
 - 7.4.3 Asia-Pacific Market size and forecast, by Application
 - 7.4.4 Asia-Pacific Market size and forecast, by Distribution Channel
 - 7.4.5 Asia-Pacific Market size and forecast, by country
 - 7.4.5.1 China
 - 7.4.5.1.1 Market size and forecast, by Product Type
 - 7.4.5.1.2 Market size and forecast, by Application
 - 7.4.5.1.3 Market size and forecast, by Distribution Channel
 - 7.4.5.2 Japan
 - 7.4.5.2.1 Market size and forecast, by Product Type
 - 7.4.5.2.2 Market size and forecast, by Application
 - 7.4.5.2.3 Market size and forecast, by Distribution Channel
 - 7.4.5.3 India
 - 7.4.5.3.1 Market size and forecast, by Product Type
 - 7.4.5.3.2 Market size and forecast, by Application
 - 7.4.5.3.3 Market size and forecast, by Distribution Channel
 - 7.4.5.4 Australia
 - 7.4.5.4.1 Market size and forecast, by Product Type
 - 7.4.5.4.2 Market size and forecast, by Application
 - 7.4.5.4.3 Market size and forecast, by Distribution Channel
 - 7.4.5.5 South Korea
 - 7.4.5.5.1 Market size and forecast, by Product Type
 - 7.4.5.5.2 Market size and forecast, by Application
 - 7.4.5.5.3 Market size and forecast, by Distribution Channel
 - 7.4.5.6 Rest of Asia-Pacific
 - 7.4.5.6.1 Market size and forecast, by Product Type
 - 7.4.5.6.2 Market size and forecast, by Application
 - 7.4.5.6.3 Market size and forecast, by Distribution Channel
- 7.5 LAMEA
 - 7.5.1 Key trends and opportunities
 - 7.5.2 LAMEA Market size and forecast, by Product Type
 - 7.5.3 LAMEA Market size and forecast, by Application
 - 7.5.4 LAMEA Market size and forecast, by Distribution Channel
 - 7.5.5 LAMEA Market size and forecast, by country
 - 7.5.5.1 Brazil
 - 7.5.5.1.1 Market size and forecast, by Product Type
 - 7.5.5.1.2 Market size and forecast, by Application
 - 7.5.5.1.3 Market size and forecast, by Distribution Channel
 - 7.5.5.2 UAE
 - 7.5.5.2.1 Market size and forecast, by Product Type
 - 7.5.5.2.2 Market size and forecast, by Application
 - 7.5.5.2.3 Market size and forecast, by Distribution Channel
 - 7.5.5.3 Nigeria
 - 7.5.5.3.1 Market size and forecast, by Product Type

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.5.5.3.2 Market size and forecast, by Application
- 7.5.5.3.3 Market size and forecast, by Distribution Channel
- 7.5.5.4 Saudi Arabia
 - 7.5.5.4.1 Market size and forecast, by Product Type
 - 7.5.5.4.2 Market size and forecast, by Application
 - 7.5.5.4.3 Market size and forecast, by Distribution Channel
- 7.5.5.5 South Africa
 - 7.5.5.5.1 Market size and forecast, by Product Type
 - 7.5.5.5.2 Market size and forecast, by Application
 - 7.5.5.5.3 Market size and forecast, by Distribution Channel
- 7.5.5.6 Rest of LAMEA
 - 7.5.5.6.1 Market size and forecast, by Product Type
 - 7.5.5.6.2 Market size and forecast, by Application
 - 7.5.5.6.3 Market size and forecast, by Distribution Channel

CHAPTER 8: COMPANY LANDSCAPE

- 8.1. Introduction
- 8.2. Top winning strategies
- 8.3. Product Mapping of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Key developments

CHAPTER 9: COMPANY PROFILES

- 9.1 A.S creation Tapetan AG
 - 9.1.1 Company overview
 - 9.1.2 Company snapshot
 - 9.1.3 Operating business segments
 - 9.1.4 Product portfolio
 - 9.1.5 Business performance
 - 9.1.6 Key strategic moves and developments
- 9.2 york wallcoverings
 - 9.2.1 Company overview
 - 9.2.2 Company snapshot
 - 9.2.3 Operating business segments
 - 9.2.4 Product portfolio
 - 9.2.5 Business performance
 - 9.2.6 Key strategic moves and developments
- 9.3 brewster home fashions
 - 9.3.1 Company overview
 - 9.3.2 Company snapshot
 - 9.3.3 Operating business segments
 - 9.3.4 Product portfolio
 - 9.3.5 Business performance
 - 9.3.6 Key strategic moves and developments
- 9.4 Sanderson design group
 - 9.4.1 Company overview
 - 9.4.2 Company snapshot
 - 9.4.3 Operating business segments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.4.4 Product portfolio
- 9.4.5 Business performance
- 9.4.6 Key strategic moves and developments
- 9.5 F Schumacher & co
 - 9.5.1 Company overview
 - 9.5.2 Company snapshot
 - 9.5.3 Operating business segments
 - 9.5.4 Product portfolio
 - 9.5.5 Business performance
 - 9.5.6 Key strategic moves and developments
- 9.6 Asian Paints Ltd
 - 9.6.1 Company overview
 - 9.6.2 Company snapshot
 - 9.6.3 Operating business segments
 - 9.6.4 Product portfolio
 - 9.6.5 Business performance
 - 9.6.6 Key strategic moves and developments
- 9.7 osborne & little
 - 9.7.1 Company overview
 - 9.7.2 Company snapshot
 - 9.7.3 Operating business segments
 - 9.7.4 Product portfolio
 - 9.7.5 Business performance
 - 9.7.6 Key strategic moves and developments
- 9.8 Lentex corporation
 - 9.8.1 Company overview
 - 9.8.2 Company snapshot
 - 9.8.3 Operating business segments
 - 9.8.4 Product portfolio
 - 9.8.5 Business performance
 - 9.8.6 Key strategic moves and developments
- 9.9 Guilin wellmax wallcovering co. ltd
 - 9.9.1 Company overview
 - 9.9.2 Company snapshot
 - 9.9.3 Operating business segments
 - 9.9.4 Product portfolio
 - 9.9.5 Business performance
 - 9.9.6 Key strategic moves and developments
- 9.10 Grandeco wallfashion group
 - 9.10.1 Company overview
 - 9.10.2 Company snapshot
 - 9.10.3 Operating business segments
 - 9.10.4 Product portfolio
 - 9.10.5 Business performance
 - 9.10.6 Key strategic moves and developments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Vinyl Wallpaper Market By Product Type (solid vinyl, vinyl coated wallpaper, fabric backed vinyl wallpaper), By Application (Household, Commercial), By Distribution Channel (Supermarket and Hypermarket, Specialty store, E Commerce): Global Opportunity Analysis and Industry Forecast, 2021-2031

Market Report | 2022-09-01 | 268 pages | Allied Market Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Cloud Access License	\$3110.40
	Business User License	\$5157.00
	Enterprise License	\$8640.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2025-05-13

Signature



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com