

India Wall Decor - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The India Wall Decor Market size is estimated at USD 668.09 million in 2025, and is expected to reach USD 923.54 million by 2030, at a CAGR of 6.69% during the forecast period (2025-2030).

The rising government initiatives and investments in infrastructural developments in India supported the growth of the wall decor industry. The change in consumer preferences toward fully furnished homes increased the sales of wall decor products. Due to the increased income of consumers in India, people are more encouraged to spend on aesthetic wall decor items. The commercial spaces in India are also investing more in wall decor products that offer comfort and aesthetic value.

A significant transformation happened in wall decor products in India because of the integration of smart home technology. Consumers increasingly demand products with properties like changing colors, digital art, and voice assistance to add interactivity and functionality to their living spaces. Wall decor businesses in India are collaborating with niche artists and designers to introduce exclusive and limited-edition art collections. Enterprises focus on specific themes and creative partnerships to increase demand for unique and rare pieces.

E-commerce platforms played an essential role in expanding the business of wall decor products in India by colluding with artists and designers to add exclusive offerings. Businesses are maintaining a solid online presence, optimizing supply chains, and addressing sustainability concerns for shaping market growth.

India Wall Decor Market Trends

Growing Demand for Digital Printing is Accelerating the Demand for Wall Decor

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Wall laminates and printed wall decor are India's most popular selling products, especially in residential sectors. Manufacturers in India adopted modern interior design, making it an essential tool to meet consumer satisfaction requirements. The emergence of digital printing technology fueled the rapid growth of the wall decor market in India. Some top-selling wall decor items in residential and commercial sectors are digital wallpaper printing, frameworks, and mirror works. Hence, digital printing witnessed the growth of the wall decor market in India.

The Rising Trend of Online Platform Drives the Market

The primary factor increasing the market growth in India is the rising influence of social media platforms. The rapid urbanization in India is increasing the number of people living in apartments and smaller homes, which drives the need for space-saving and multifunctional decor items, such as wall-mounted shelves and compact furniture designs. As the disposable income of middle-class people in India increases, the willingness to improve their living spaces also increases. Hence, the exposure to media and the internet also increases to explore various designs and ideas. Therefore, online shopping provides convenience, variety, and competitive pricing, contributing to the market's growth.

India Wall Decor Industry Overview

The Indian wall decor market is fragmented. Well-known brands and startups in India offer diverse products, from framed prints to 3D wall art, catering to varying consumer preferences. Market players focus on innovation, incorporating innovative features, sustainable materials, and customization options to stand out. Moreover, the growing and evolving construction industry is creating enormous opportunities for the market in India. The market players are Asian Paints Limited, Marshalls Wallcoverings, Excel Wallcoverings, ATCO Interiors Private Limited, and Ultra Walls (Sonu Art).

Additional Benefits:

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

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