

## **India Wallpapers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 114 pages | Mordor Intelligence

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### **Report description:**

The India Wallpapers Market size is estimated at USD 679.74 million in 2025, and is expected to reach USD 947.14 million by 2030, at a CAGR of 6.86% during the forecast period (2025-2030).

The Indian wallpaper industry is experiencing promising growth prospects and several notable trends. The increasing focus on interior decoration and design, along with the growing disposable income of Indian consumers, is driving the demand for wallpapers in residential and commercial spaces.

#### **Key Highlights**

- Interior designers and home decorators are pivotal in crafting stylish and functional living spaces that cater to homeowners' needs. India's corporate landscape is witnessing rapid expansion, showing a surge in new office constructions and a heightened demand for interior design services. These designer trends shape office spaces that exude style and enhance productivity and creativity. The increasing demand for wallpaper in residential and commercial settings is predominantly influenced by designers aiming to give walls a fresh, modern aesthetic, transforming the space.
- Wallpapers' rising popularity is due to their broad spectrum of designs, patterns, and textures. From classic motifs to contemporary and abstract styles, wallpapers provide a versatile canvas for customization, catering to a diverse range of aesthetic tastes. This extensive variety allows consumers to personalize their spaces, making wallpapers a preferred choice for interior decoration.
- Consumers increasingly recognize the value of investing in high-quality, long-lasting decor. Wallpaper's long-term reliability means fewer expenditures on redecorating, which can be a compelling factor for budget-conscious homeowners. Although the initial cost of wallpaper may be higher than paint, the reduced need for frequent repainting and touch-ups makes wallpaper a more cost-effective option over time. Homeowners can save on both materials and labor costs.

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- Wallpaper materials and printing technologies enhance product offerings, making wallpapers more durable and customizable. The rise of e-commerce platforms facilitates more access to various wallpaper designs, further propelling the market's growth. Furthermore, the growing influence of interior designers and modernizing homes encourage consumers to experiment with wallpapers, thereby contributing to the sector's expansion and growth.
- Boosting awareness of alternatives to conventional wallpaper entails showcasing a range of options and their benefits, potentially constraining the wallpaper market's expansion. The market boasts diverse substitutes, from paint and wall decals to fabric panels, wood paneling, metal sheets, murals, and 3D wall panels. These alternatives stand out for their easy installation, cost-effectiveness, diverse aesthetics, and low maintenance requirements.

## India Wallpapers Market Trends

### Residential Sector to Grow Rapidly

- The home decor industry is experiencing significant expansion in India, driven by various unique factors and industry dynamics. The escalating focus on interior aesthetics to enhance the home's functionality, comfort, and ambiance, positively impacting mood and well-being, is the driving force behind the industry's remarkable progress. The surge in consumer disposable income is also a factor.
- A well-decorated wall, with its varied colors and textures, not only influences emotions but also improves the home's overall ambiance. Unlike in the West, where wallpaper is often used throughout the house, Indians typically use wallpaper to create accent walls. This aesthetic choice impacts the availability, price, and cost-effectiveness of wallpaper types in India.
- For instance, the Indian residential market witnessed a significant surge in 2023, with the launch of over 350.75 (in thousands) new housing units, an increase from 146.63 (in thousands) in 2021. Despite robust demand, the trend of consistently high residential launches continues and is expected to continue to grow in the coming years.
- With the housing sector undergoing modernization and real estate residential spaces expanding, the stage is set for a robust wallpaper manufacturing, distribution, and selling landscape in the region. This growth trajectory is poised to unlock substantial market opportunities for wallpaper manufacturers during the forecast period.
- The selection of home wallpaper is about to transform India owing to virtual wallpaper visualization significantly. This innovative technology merges the strengths of virtual and augmented reality. Previewers, which uses cutting-edge augmented reality (AR) technology, assists in propelling the demand for wallpapers in the Indian market. AR technology renders and scales the chosen wallpaper design onto each selected wall. Customers are assisted in choosing the suitable wallpaper for their homes. This further supports the growth of wallpaper in terms of value sales.

### E-commerce Segment to Witness Significant Growth

- E-commerce platforms provide a vast reach beyond geographical boundaries. This allows Indian wallpaper manufacturers and retailers to showcase their products to a much wider audience, including customers in remote areas who may not have access to physical stores.
- E-commerce platforms in India are capturing a substantial market share by offering a diverse range of wallpapers, including various designs, textures, DIP wallpapers, and theme-based options. These platforms provide consumers with a wide selection, catering to different aesthetic preferences and interior design needs. The convenience of online shopping, coupled with the availability of detailed product descriptions and customer reviews, has further fueled the growth of this market segment.
- For instance, in 2020, the online home decor market in India's direct-to-consumer (D2C) sector was valued at approximately USD 2 billion. In 2024, this market is projected to reach a value of USD 3.8 billion. Thus, the trend of home decor in India through

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online modes shows a significant demand for wallpaper along with growth in the trend of home decor in India.

- Indian wallpaper manufacturers stand to benefit significantly by opting for e-commerce sales channels. By sidestepping the need for physical stores, they can slash expenses tied to rent, utilities, and staffing. These savings, in turn, enable them to price their wallpapers more competitively, enhancing their appeal and affordability. Manufacturers can harness this information to fine-tune their product lines, align marketing strategies, and focus on specific customer demographics.
- Open Network for Digital Commerce's (ONDC) expansion and collaboration with a vast network of merchants create favorable conditions for the growth of the Indian e-commerce wallpaper market, fostering increased market reach, product variety, operational efficiency, consumer trust, and promotion of domestic products. In May 2023, the Indian government's open e-commerce network, ONDC, expanded to 236 cities nationwide and added over 36,000 new merchants. As a result, the Indian wallpaper market can experience growth due to the availability of a more extensive product range through e-commerce platforms.

## India Wallpapers Industry Overview

The Indian wallpaper market is characterized by intense competitive rivalry. The market is fragmented with various established vendors such as Asian Paints Ltd, Berger Paints Ltd, Life n Colors Private Limited, Adornis Wallpapers, Marshalls Wallcoverings, and more. This heightened rivalry, typical of the industry, tends to push prices down, squeezing overall profitability. Brand recognition emerges as a pivotal factor, reflecting consumers' strong preference for well-established brands. Moreover, market penetration is on the rise, bolstered by the dominance of key players in mature markets. The analysis indicates that the competitive rivalry is poised to maintain its intensity during the forecast period.

- February 2024: Asian Paints, a leading Indian multinational in the paint industry, unveiled its Paris-Calcutta Collection in partnership with renowned designer Sabyasachi. Drawing inspiration from Kolkata, often dubbed the 'Paris of the East,' the collection features a diverse range. It includes over 30 distinct wallpapers and a rich selection of more than 120 fabrics, presented across four unique volumes. The collection encapsulates Sabyasachi's interpretation of North Africa and Persia's vibrant souks and bazaars, from grand damasks to reimagined kilims and paisleys.
- February 2024: Life n Colors, a prominent luxury wallpaper brand, launched its latest collection, Suneherii. This exclusive line seamlessly blends intricate detailing, setting a new standard for ultra-luxury wallpaper designs.

### Additional Benefits:

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

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