

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

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Wall Covering Market size is worth USD 41.40 Billion in 2025, growing at an 4.47% CAGR and is forecast to hit USD 51.52 Billion by 2030.

Wallcoverings, such as wallpaper, are materials designed to adorn the interior walls of a building. Popular options include wallpaper, marble, ceramic, and micro-cement, all aiming to elevate a room's aesthetic.

Key Highlights

- The rising demand for wall coverings stems from a desire to enhance wall aesthetics and an uptick in personal incomes, allowing individuals to invest more in wall decor. Manufacturers offer a wide range of options in terms of design, texture, material, and price point, catering to diverse consumer preferences.
- The growing construction industry and the real estate market for residential and commercial spaces are likely to boost the demand for wall coverings globally. According to data from the Real Estate Roundtable, a non-profit organization based in the United States, the number of commercial buildings in the United States has increased by 55% in the last 40 years, which has enhanced the market's growth.
- Furthermore, data from the Indian Brand Equity Foundation (IBEF) projects a surge in demand for data center real estate, with an anticipated growth of 15-18 million sq. ft by 2025. The country's retail, hospitality, and commercial real estate sectors are experiencing notable growth, contributing to the expansion of the market.
- Styled products' availability is a significant driver for the wallcovering market. Consumers are increasingly seeking wallcoverings that reflect their style and complement the overall aesthetic of their spaces. Interior design trends and styles are crucial in shaping the demand for wallcoverings. As interior design evolves, manufacturers respond by developing wallcoverings that reflect the latest trends.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- High competition from the paints segment can be a challenge for the market's growth. Paints offer a versatile option for wall decoration, allowing consumers to change the color and finish of their walls easily. Paints can be applied to various surfaces, including walls, ceilings, and trim, providing a cohesive look. This versatility makes paints popular for many consumers, especially those who prefer a more minimalistic or contemporary aesthetic.

Wall Covering Market Trends

The Wall Panel Segment is Expected to Hold a Significant Share in the Market

- Wall panels are expected to be a driving force in the wall-covering market's growth trajectory. These decorative elements elevate aesthetics and offer functional benefits. With many materials, designs, and finishes, wall panels cater to diverse applications, emphasizing their versatility and customization options. The surge in demand for visually appealing yet cost-effective wall solutions is fueling the demand for wall panels in the market.
- Compared to traditional coverings like paint or wallpaper, wall panels have superior durability, ease of installation, and minimal maintenance requirements. Moreover, they excel in providing insulation, soundproofing, and moisture resistance, making them a sought-after choice in both residential and commercial settings, further bolstering the market's growth.
- These panels come in a rich array of designs, textures, colors, and patterns, with the ability to convincingly mimic materials such as wood, stone, metal, or fabric. This level of customization broadens design horizons, appealing to a wider consumer base seeking distinctive interior decor solutions.
- The construction sector emerges as a pivotal force propelling the wall covering market. As the construction industry, especially in residential and commercial segments, expands, the demand for wall panels is expected to increase. Their time-saving and convenient installation make them a favored choice for builders and contractors.
- Notably, data from the US Census Bureau highlights a significant trend, in 2024, private construction spending in the United States surged at a rate nearly four times that of public construction spending. Forecasts further underline this momentum, predicting a continued uptick in the value of new buildings in the United States. As of April 2024, the construction spending figures stood at USD 1,611.9 billion for private projects and USD 487.1 billion for public endeavors.

North America is Expected to Hold a Significant Share in the Market

- Wall panels are set to be a key driver in the growth of the wall-covering market. These decorative elements enhance aesthetics and offer functional benefits. With a range of materials, designs, and finishes, wall panels provide versatility and customization for various applications. The increasing demand for visually appealing and cost-efficient wall coverings is fueling the rise of wall panels, thereby bolstering the market's growth.
- The market's expansion is largely attributed to a robust construction sector, a surge in renovation and remodeling activities, urbanization trends, and a growing consumer penchant for interior design. This momentum is expected to persist, driven by ongoing urbanization, a surge in new residential and commercial constructions, and a heightened demand for innovative, sustainable wall-covering solutions.
- The rising home renovation and improvement spending among Americans is further boosting the market. Data from the Home Improvement Research Institute reveals a consistent increase in US home improvement expenditures over the past couple of years. In 2023, 35% of homeowners increased their spending, a trend projected to continue through 2024.
- While the United States dominates the market share, Canada's escalating residential and commercial construction activities are also playing a pivotal role in the market's growth. Recent data from Statistics Canada indicates a 0.9% rise in residential construction investments in May 2024 compared to the previous month. Additionally, non-residential construction saw a 0.6%

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

increase during the same period.

- The wall coverings market is expanding, buoyed by higher living standards, a growing appetite for luxury, and a surge in household customization, all fueled by increasing disposable incomes. Furthermore, market innovations, like the introduction of premium offerings such as custom 3D wall coverings crafted using ink-jet printing, are resonating particularly well with affluent buyers.
- The North American market stands out for its focus on design and innovation in wall coverings. Manufacturers and designers are consistently rolling out new patterns, textures, colors, and finishes to align with evolving consumer tastes. The advent of digital printing technology has been a game-changer, enabling highly detailed and customizable wall coverings, from murals to photo-realistic designs and geometric patterns, further propelling the market in the region.

Wall Covering Industry Overview

The wall covering market is highly fragmented, with major players like Brewster Home Fashion, Adfors (Saint Gobain), Ahlstrom-Munksj Oyj, Asian Paints Ltd, and Benjamin Moore & Co. Players in the market adopting strategies such as partnerships, innovations, and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

- September 2023: Asian Paints' wall coverings brand, Nilaya, partnered with Tilla Studio, an Indian design firm, to unveil a nature-inspired collection. This collection showcases delicate hand illustrations in watercolors, gouache, and pencil, offering a fresh perspective on India's design ethos.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

4.1 Market Overview

4.2 Industry Value Chain Analysis

4.3 Industry Attractiveness - Porter's Five Forces Analysis

4.3.1 Bargaining Power of Suppliers

4.3.2 Bargaining Power of Buyers

4.3.3 Threat of New Entrants

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

5 MARKET INSIGHTS

5.1 Market Drivers

5.1.1 The Growing Construction and Real Estate Industry

5.1.2 Availability of Styled Products

5.2 Market Challenges

5.2.1 High Competition from the Paints Segment

6 INDUSTRY REGULATION, POLICY AND STANDARDS

7 MARKET SEGMENTATION

7.1 By Product Type

7.1.1 Wall Panel

7.1.2 Wall Paper

7.1.2.1 Vinyl Wallpaper

7.1.2.2 Non-woven Wallpaper

7.1.2.3 Paper-based Wallpaper

7.1.2.4 Fabric Wallpaper

7.1.2.5 Other Wallpaper Types

7.1.3 Tile

7.1.4 Metal Wall Covering

7.1.5 Other Product Types

7.2 By Application

7.2.1 Commercial

7.2.2 Residential

7.3 By Distribution Channel

7.3.1 Specialty Store

7.3.2 Home Center

7.3.3 Building Material Dealer

7.3.4 Furniture Store

7.3.5 Mass Merchandizer

7.3.6 E-commerce

7.3.7 Other Distribution Channels

7.4 By Geography***

7.4.1 North America

7.4.1.1 United States

7.4.1.2 Canada

7.4.2 Europe

7.4.2.1 United Kingdom

7.4.2.2 Germany

7.4.2.3 France

7.4.2.4 Spain

7.4.2.5 Italy

7.4.3 Asia-Pacific

7.4.3.1 China

7.4.3.2 India

7.4.3.3 Japan

7.4.4 Australia and New Zealand

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

7.4.5 Latin America

7.4.5.1 Brazil

7.4.5.2 Mexico

7.4.5.3 Argentina

7.4.6 Middle East and Africa

7.4.6.1 Saudi Arabia

7.4.6.2 United Arab Emirates

7.4.6.3 South Africa

8 COMPETITIVE LANDSCAPE

8.1 Company Profiles*

8.1.1 Brewster Home Fashion

8.1.2 Adfors (Saint Gobain)

8.1.3 Ahlstrom-Munksjo Oyj

8.1.4 Asian Paints Ltd

8.1.5 Benjamin Moore & Co.

8.1.6 A.S. Creation Tapeten AG

8.1.7 J. Josephson Inc.

8.1.8 Walker Greenbank PLC

8.1.9 Grandeco Wallfashion Group

8.1.10 York Wallcoverings Inc.

9 INVESTMENT ANALYSIS

10 FUTURE OF THE MARKET

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

Market Report | 2025-04-28 | 100 pages | Mordor Intelligence

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
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		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"/>
		Date	<input type="text" value="2026-03-05"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

