

# Global PVC Coated Wallpaper Base Paper Market Research Report 2026(Status and Outlook)

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## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on PVC Coated Wallpaper Base Paper competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. PVC Coated Wallpaper Base Paper is a specialty paper substrate engineered to serve as the backing or carrier for PVC-coated wallpapers. In this construction, a relatively strong, well-formed paper sheet is combined with a surface layer of polyvinyl chloride (PVC) applied by coating, foaming or lamination, creating wallcoverings that are durable, moisture-resistant and easy to clean. The base paper provides dimensional stability, opacity, porosity and surface smoothness, while the PVC layer contributes washability, stain resistance and decorative effects; together they form typical vinyl/PVC wallpapers widely used in residential and commercial interiors. Upstream, PVC coated wallpaper base paper is produced from refined wood pulp sometimes blended with mechanical pulp, synthetic or textile fibres to fine-tune strength and dimensional stability. Internal sizing agents, wet-strength resins and mineral fillers such as calcium carbonate or kaolin are added to achieve the desired porosity, stiffness and opacity. The sheet is made on d?cor or specialty paper machines and may be surface-sized or pre-coated with pigment or primer to optimise ink hold-out and adhesion of the subsequent PVC layer. Parallel upstream suppliers provide PVC resins, plasticisers, stabilisers, blowing agents, pigments and rheology modifiers used to formulate the PVC coating or foam that will be applied onto the base paper. Downstream, converters take PVC coated wallpaper base paper and apply one or more PVC-based coatings using gravure, knife-over-roll or other coating technologies, followed by drying, foaming, embossing and printing to create flat or expanded vinyl wallcoverings. The finished products are slit and wound into rolls supplied to the market as residential-grade and contract-grade PVC wallpapers.

Because this system combines a cost-efficient paper core with a robust, scrub-resistant plastic surface, PVC-coated wallpapers are widely specified for living rooms, bedrooms, corridors, kitchens and bathrooms, as well as for hotels, offices, healthcare facilities and retail spaces where cleanability and abrasion resistance are critical but full fabric-backed contract vinyl is not always necessary. In 2024, global sales of PVC Coated Wallpaper Base Paper reached approximately 188 K tons, with an average global market price of around US\$1,620/ton. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 15% to 25%. PVC coated wallpaper base paper is positioned upstream in a wallcovering value chain where PVC coated wallpapers remain a leading choice across many regions and applications. Ongoing residential refurbishment, upgrades of existing building stock and periodic refresh cycles in commercial interiors support stable demand for wallcoverings that offer abrasion resistance, stain resistance and moisture tolerance, which in turn underpins a solid base of demand for PVC coated wallpaper substrates. Compared with paint or rigid panels, PVC wallcoverings strike a balanced combination of graphic versatility, installation convenience and lifecycle maintenance costs, so they continue to be specified in hotels, offices, retail environments, healthcare and education facilities where surfaces are heavily used and frequently cleaned. From a drivers perspective, the core value of PVC coated wallpaper base paper lies in enabling downstream products to deliver scrub resistance and contamination resistance while controlling dimensional stability and handling. Compared with traditional paper-only or some textile backings, PVC coated systems are better suited to corridors, kitchens, bathrooms and high-traffic commercial spaces that require resistance to soiling and intensive cleaning; this places higher demands on base paper strength, pore structure and surface formation, favouring manufacturers with strong process know-how and quality consistency. As digital printing, customization and project-based design drive expectations for pattern variety and batch consistency, PVC coated wallpaper base papers that are compatible with inkjet and UV-curable technologies are emerging as a growth niche, pushing producers to refine formulations and surface treatments to improve coating, foaming and embossing response. At the same time, this segment faces sustained pressure from environmental concerns and competing substrates. On one side, scrutiny of PVC's lifecycle, indoor air quality and volatile emissions is encouraging some residential and contract projects to trial PVC-free wallcoverings, low-emission coatings and recyclable or bio-based fibre backings; leading suppliers are reacting with lower-odour, lower-migration PVC formulations and more recyclable paper structures to mitigate those concerns. On the other side, non-woven wallpaper bases and other advanced substrates are growing rapidly thanks to their dimensional stability and ease of dry stripping, but this trend is leading more to product differentiation and application segmentation than to a simple one-for-one replacement of PVC systems. Overall, PVC

coated wallpaper base paper is expected to maintain a significant role in residential and many commercial interiors on the strength of its performance?cost balance, while evolving gradually toward more sustainable chemistries, better digital print compatibility and higher functional specification.

The global PVC Coated Wallpaper Base Paper market size was estimated at USD 305.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global PVC Coated Wallpaper Base Paper market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global PVC Coated Wallpaper Base Paper market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the PVC Coated Wallpaper Base Paper market.

### **Global PVC Coated Wallpaper Base Paper Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their

product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Stora Enso  
Qifeng New Material  
Hankuk Paper  
K?MMERER  
Nippon Paper Group  
Zhejiang Winbon New Materials

### **Market Segmentation (by Type)**

80g/?  
90g/?  
Other

### **Market Segmentation (by Application)**

Residential  
Commercial  
Other

### **Geographic Segmentation**

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa,

Rest of MEA)

### **Key Benefits of This Market Research:**

- Industry drivers, restraints, and opportunities covered in the study
- Neutral perspective on the market performance
- Recent industry trends and developments
- Competitive landscape & strategies of key players
- Potential & niche segments and regions exhibiting promising growth covered
- Historical, current, and projected market size, in terms of value
- In-depth analysis of the PVC Coated Wallpaper Base Paper Market
- Overview of the regional outlook of the PVC Coated Wallpaper Base Paper Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the PVC Coated Wallpaper Base Paper Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the

industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of PVC Coated Wallpaper Base Paper, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## **Customization of the Report**

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