

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

<https://marketpublishers.com/r/V922C0C42CDEEN.html>

Date: March 2026

Pages: 136

Price: US\$ 2,980.00 (Single User License)

ID: V922C0C42CDEEN

## 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 Vinyl Coated Wallpaper Base Paper competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Vinyl Coated Wallpaper Base Paper is a specialty paper substrate designed to be coated or printed with a thin layer of vinyl to produce vinyl coated wallpaper. In the finished wallcovering, the base paper provides dimensional stability, opacity and printability, while the vinyl layer delivers wipeability, stain resistance and improved moisture tolerance. In contrast to solid sheet vinyl or fabric-backed vinyl wallcoverings, vinyl coated wallpaper relies on a relatively lightweight paper backing that is surface-coated or sprayed with vinyl, rather than laminated to a thick vinyl film or fabric core. Upstream, vinyl coated wallpaper base paper is based on refined wood pulp, sometimes blended with small amounts of synthetic or textile fibres, internal sizing agents, and mineral fillers to achieve the required strength, porosity and surface formation. The paper is produced on d?cor or specialty paper machines as a relatively smooth, medium-weight sheet; it may be internally sized, surface sized or pre-coated with pigments or primers to optimise ink holdout and adhesion of the vinyl coating. In parallel, coating manufacturers supply PVC or acrylic dispersions, plasticisers, stabilisers, rheology modifiers and other additives used to form the vinyl layer that will be applied onto the base paper. Downstream, converters take the base paper and apply one or more layers of vinyl or acrylic coating, often using gravure, roll or knife-over-roll coating, followed by drying, foaming and/or embossing to build the decorative and functional surface. The coated material is then printed, sometimes mechanically or digitally embossed, slit and packaged as residential-grade or commercial-grade vinyl coated wallpaper. Because vinyl coated wallpaper combines the cost-effectiveness of paper with the cleanability and durability of vinyl, these products are widely used in

residential living spaces, kitchens and bathrooms, as well as in offices, retail, healthcare and hospitality environments where washability and abrasion resistance are important but full heavy-duty contract vinyl is not required. In 2024, global sales of Vinyl Coated Wallpaper Base Paper reached approximately 138 K tons, with an average global market price of around US\$1,580/ton. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 15% to 25%. From a market perspective, vinyl coated wallpaper base paper sits upstream of a wallcovering segment that is both established and still gradually expanding. Vinyl wallpapers remain one of the dominant product families in wallcoverings, particularly in regions where washability, stain resistance and moisture tolerance are valued in everyday residential use and in light commercial environments. As new housing, renovation cycles and interior upgrades continue in both mature and emerging markets, demand for durable yet affordable wall finishes supports stable consumption of vinyl coated wallcoverings, which in turn sustains a solid base of demand for their dedicated base papers. Key demand drivers for vinyl coated wallpaper base paper are closely related to performance and application mix. Vinyl coated wallcoverings combine a relatively economical paper backing with a surface that can be scrubbed, resists grease and handles intermittent humidity, making them attractive for kitchens, bathrooms, hallways and other high-touch areas where plain paper would fail prematurely. In commercial and hospitality interiors, these products offer a compromise between the visual richness of decorative papers and the robustness of heavy contract vinyl, so specifiers often use them in guest rooms, corridors, offices and retail spaces. The base paper must therefore deliver controlled porosity, strength and dimensional stability so that the vinyl or acrylic coating adheres well, foams and embosses consistently, and remains strippable or peelable at the end of life, which raises the technical barriers to entry for suppliers. In terms of development trends, converters are placing more emphasis on base papers that run reliably with modern coating and printing technologies, including digitally printed vinyl wallcoverings and peel-and-stick constructions, which require tighter tolerances on surface formation, moisture response and curl. At the same time, regulatory and customer pressure around indoor air quality and plastics is encouraging producers to refine vinyl formulations, reduce coating weight, and explore hybrid structures that incorporate more fibre content or low-emission systems while preserving familiar performance characteristics. Competition from non-woven and PVC-free wallcoverings is stimulating product differentiation rather than immediate substitution: suppliers of vinyl coated wallpaper base paper are responding with improved embossing response, higher durability grades for high-traffic projects and, in some regions, offerings that balance cost with progressively better environmental profiles.

The global Vinyl Coated Wallpaper Base Paper market size was estimated at USD 218.0 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 Vinyl 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 Vinyl 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 Vinyl Coated Wallpaper Base Paper market.

### **Global Vinyl 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 Vinyl Coated Wallpaper Base Paper Market  
Overview of the regional outlook of the Vinyl 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 Vinyl 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 Vinyl 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**

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

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Vinyl Coated Wallpaper Base Paper
- 1.2 Key Market Segments
  - 1.2.1 Vinyl Coated Wallpaper Base Paper Segment by Type
  - 1.2.2 Vinyl Coated Wallpaper Base Paper Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 VINYL COATED WALLPAPER BASE PAPER MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Vinyl Coated Wallpaper Base Paper Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global Vinyl Coated Wallpaper Base Paper Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 VINYL COATED WALLPAPER BASE PAPER MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Vinyl Coated Wallpaper Base Paper Product Life Cycle
- 3.3 Global Vinyl Coated Wallpaper Base Paper Sales by Manufacturers (2020-2025)
- 3.4 Global Vinyl Coated Wallpaper Base Paper Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Vinyl Coated Wallpaper Base Paper Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Vinyl Coated Wallpaper Base Paper Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Vinyl Coated Wallpaper Base Paper Market Competitive Situation and Trends

- 3.8.1 Vinyl Coated Wallpaper Base Paper Market Concentration Rate
- 3.8.2 Global 5 and 10 Largest Vinyl Coated Wallpaper Base Paper Players Market Share by Revenue
- 3.8.3 Mergers & Acquisitions, Expansion

## **4 VINYL COATED WALLPAPER BASE PAPER INDUSTRY CHAIN ANALYSIS**

- 4.1 Vinyl Coated Wallpaper Base Paper Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF VINYL COATED WALLPAPER BASE PAPER MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Vinyl Coated Wallpaper Base Paper Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Vinyl Coated Wallpaper Base Paper Market
- 5.7 ESG Ratings of Leading Companies

## **6 VINYL COATED WALLPAPER BASE PAPER MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Vinyl Coated Wallpaper Base Paper Sales Market Share by Type (2020-2025)

6.3 Global Vinyl Coated Wallpaper Base Paper Market Size by Type (2020-2025)

6.4 Global Vinyl Coated Wallpaper Base Paper Price by Type (2020-2025)

## **7 VINYL COATED WALLPAPER BASE PAPER MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Vinyl Coated Wallpaper Base Paper Market Sales by Application (2020-2025)

7.3 Global Vinyl Coated Wallpaper Base Paper Market Size (M USD) by Application (2020-2025)

7.4 Global Vinyl Coated Wallpaper Base Paper Sales Growth Rate by Application (2020-2025)

## **8 VINYL COATED WALLPAPER BASE PAPER MARKET SALES BY REGION**

8.1 Global Vinyl Coated Wallpaper Base Paper Sales by Region

8.1.1 Global Vinyl Coated Wallpaper Base Paper Sales by Region

8.1.2 Global Vinyl Coated Wallpaper Base Paper Sales Market Share by Region

8.2 Global Vinyl Coated Wallpaper Base Paper Market Size by Region

8.2.1 Global Vinyl Coated Wallpaper Base Paper Market Size by Region

8.2.2 Global Vinyl Coated Wallpaper Base Paper Market Size by Region

8.3 North America

8.3.1 North America Vinyl Coated Wallpaper Base Paper Sales by Country

8.3.2 North America Vinyl Coated Wallpaper Base Paper Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Vinyl Coated Wallpaper Base Paper Sales by Country

8.4.2 Europe Vinyl Coated Wallpaper Base Paper Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

- 8.5.1 Asia Pacific Vinyl Coated Wallpaper Base Paper Sales by Region
- 8.5.2 Asia Pacific Vinyl Coated Wallpaper Base Paper Market Size by Region
- 8.5.3 China Market Overview
- 8.5.4 Japan Market Overview
- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview
- 8.6 South America
  - 8.6.1 South America Vinyl Coated Wallpaper Base Paper Sales by Country
  - 8.6.2 South America Vinyl Coated Wallpaper Base Paper Market Size by Country
  - 8.6.3 Brazil Market Overview
  - 8.6.4 Argentina Market Overview
  - 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
  - 8.7.1 Middle East and Africa Vinyl Coated Wallpaper Base Paper Sales by Region
  - 8.7.2 Middle East and Africa Vinyl Coated Wallpaper Base Paper Market Size by Region
  - 8.7.3 Saudi Arabia Market Overview
  - 8.7.4 UAE Market Overview
  - 8.7.5 Egypt Market Overview
  - 8.7.6 Nigeria Market Overview
  - 8.7.7 South Africa Market Overview

## **9 VINYL COATED WALLPAPER BASE PAPER MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Vinyl Coated Wallpaper Base Paper by Region(2020-2025)
- 9.2 Global Vinyl Coated Wallpaper Base Paper Revenue Market Share by Region (2020-2025)
- 9.3 Global Vinyl Coated Wallpaper Base Paper Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Vinyl Coated Wallpaper Base Paper Production
  - 9.4.1 North America Vinyl Coated Wallpaper Base Paper Production Growth Rate (2020-2025)
  - 9.4.2 North America Vinyl Coated Wallpaper Base Paper Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Vinyl Coated Wallpaper Base Paper Production
  - 9.5.1 Europe Vinyl Coated Wallpaper Base Paper Production Growth Rate (2020-2025)

9.5.2 Europe Vinyl Coated Wallpaper Base Paper Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Vinyl Coated Wallpaper Base Paper Production (2020-2025)

9.6.1 Japan Vinyl Coated Wallpaper Base Paper Production Growth Rate (2020-2025)

9.6.2 Japan Vinyl Coated Wallpaper Base Paper Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Vinyl Coated Wallpaper Base Paper Production (2020-2025)

9.7.1 China Vinyl Coated Wallpaper Base Paper Production Growth Rate (2020-2025)

9.7.2 China Vinyl Coated Wallpaper Base Paper Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

10.1 Stora Enso

10.1.1 Stora Enso Basic Information

10.1.2 Stora Enso Vinyl Coated Wallpaper Base Paper Product Overview

10.1.3 Stora Enso Vinyl Coated Wallpaper Base Paper Product Market Performance

10.1.4 Stora Enso Business Overview

10.1.5 Stora Enso SWOT Analysis

10.1.6 Stora Enso Recent Developments

10.2 Qifeng New Material

10.2.1 Qifeng New Material Basic Information

10.2.2 Qifeng New Material Vinyl Coated Wallpaper Base Paper Product Overview

10.2.3 Qifeng New Material Vinyl Coated Wallpaper Base Paper Product Market Performance

10.2.4 Qifeng New Material Business Overview

10.2.5 Qifeng New Material SWOT Analysis

10.2.6 Qifeng New Material Recent Developments

10.3 Hankuk Paper

10.3.1 Hankuk Paper Basic Information

10.3.2 Hankuk Paper Vinyl Coated Wallpaper Base Paper Product Overview

10.3.3 Hankuk Paper Vinyl Coated Wallpaper Base Paper Product Market Performance

10.3.4 Hankuk Paper Business Overview

10.3.5 Hankuk Paper SWOT Analysis

10.3.6 Hankuk Paper Recent Developments

10.4 K?MMERER

10.4.1 K?MMERER Basic Information

10.4.2 K?MMERER Vinyl Coated Wallpaper Base Paper Product Overview

- 10.4.3 K?MMERER Vinyl Coated Wallpaper Base Paper Product Market Performance
- 10.4.4 K?MMERER Business Overview
- 10.4.5 K?MMERER Recent Developments
- 10.5 Nippon Paper Group
  - 10.5.1 Nippon Paper Group Basic Information
  - 10.5.2 Nippon Paper Group Vinyl Coated Wallpaper Base Paper Product Overview
  - 10.5.3 Nippon Paper Group Vinyl Coated Wallpaper Base Paper Product Market Performance
  - 10.5.4 Nippon Paper Group Business Overview
  - 10.5.5 Nippon Paper Group Recent Developments
- 10.6 Zhejiang Winbon New Materials
  - 10.6.1 Zhejiang Winbon New Materials Basic Information
  - 10.6.2 Zhejiang Winbon New Materials Vinyl Coated Wallpaper Base Paper Product Overview
  - 10.6.3 Zhejiang Winbon New Materials Vinyl Coated Wallpaper Base Paper Product Market Performance
  - 10.6.4 Zhejiang Winbon New Materials Business Overview
  - 10.6.5 Zhejiang Winbon New Materials Recent Developments

## **11 VINYL COATED WALLPAPER BASE PAPER MARKET FORECAST BY REGION**

- 11.1 Global Vinyl Coated Wallpaper Base Paper Market Size Forecast
- 11.2 Global Vinyl Coated Wallpaper Base Paper Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Vinyl Coated Wallpaper Base Paper Market Size Forecast by Country
  - 11.2.3 Asia Pacific Vinyl Coated Wallpaper Base Paper Market Size Forecast by Region
  - 11.2.4 South America Vinyl Coated Wallpaper Base Paper Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Vinyl Coated Wallpaper Base Paper by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

- 12.1 Global Vinyl Coated Wallpaper Base Paper Market Forecast by Type (2026-2035)
  - 12.1.1 Global Forecasted Sales of Vinyl Coated Wallpaper Base Paper by Type (2026-2035)
  - 12.1.2 Global Vinyl Coated Wallpaper Base Paper Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Vinyl Coated Wallpaper Base Paper by Type (2026-2035)

12.2 Global Vinyl Coated Wallpaper Base Paper Market Forecast by Application (2026-2035)

12.2.1 Global Vinyl Coated Wallpaper Base Paper Sales (K MT) Forecast by Application

12.2.2 Global Vinyl Coated Wallpaper Base Paper Market Size (M USD) Forecast by Application (2026-2035)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Vinyl Coated Wallpaper Base Paper Market Size by Type (M USD)
- Table 4. Global Vinyl Coated Wallpaper Base Paper Market Size by Application
- Table 5. Vinyl Coated Wallpaper Base Paper Market Size Comparison by Region (M USD)
- Table 6. Global Vinyl Coated Wallpaper Base Paper Sales (K MT) by Manufacturers (2020-2025)
- Table 7. Global Vinyl Coated Wallpaper Base Paper Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Vinyl Coated Wallpaper Base Paper Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Vinyl Coated Wallpaper Base Paper Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Vinyl Coated Wallpaper Base Paper as of 2025)
- Table 11. Global Market Vinyl Coated Wallpaper Base Paper Average Price (USD/KG) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Vinyl Coated Wallpaper Base Paper Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Vinyl Coated Wallpaper Base Paper Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Vinyl Coated Wallpaper Base Paper Sales by Type (K MT)

Table 27. Global Vinyl Coated Wallpaper Base Paper Market Size by Type (M USD)

Table 28. Global Vinyl Coated Wallpaper Base Paper Sales (K MT) by Type  
(2020-2025)

Table 29. Global Vinyl Coated Wallpaper Base Paper Sales Market Share by Type  
(2020-2025)

Table 30. Global Vinyl Coated Wallpaper Base Paper Market Size (M USD) by Type  
(2020-2025)

Table 31. Global Vinyl Coated Wallpaper Base Paper Market Share by Type  
(2020-2025)

Table 32. Global Vinyl Coated Wallpaper Base Paper Price (USD/KG) by Type  
(2020-2025)

Table 33. Global Vinyl Coated Wallpaper Base Paper Sales (K MT) by Application

Table 34. Global Vinyl Coated Wallpaper Base Paper Market Size by Application

Table 35. Global Vinyl Coated Wallpaper Base Paper Sales by Application (2020-2025)  
& (K MT)

Table 36. Global Vinyl Coated Wallpaper Base Paper Sales Market Share by  
Application (2020-2025)

Table 37. Global Vinyl Coated Wallpaper Base Paper Market Size by Application  
(2020-2025) & (M USD)

Table 38. Global Vinyl Coated Wallpaper Base Paper Market Share by Application  
(2020-2025)

Table 39. Global Vinyl Coated Wallpaper Base Paper Sales Growth Rate by Application  
(2020-2025)

Table 40. Global Vinyl Coated Wallpaper Base Paper Sales by Region (2020-2025) &  
(K MT)

Table 41. Global Vinyl Coated Wallpaper Base Paper Sales Market Share by Region  
(2020-2025)

Table 42. Global Vinyl Coated Wallpaper Base Paper Market Size by Region  
(2020-2025) & (M USD)

Table 43. Global Vinyl Coated Wallpaper Base Paper Market Size by Region  
(2020-2025)

Table 44. North America Vinyl Coated Wallpaper Base Paper Sales by Country  
(2020-2025) & (K MT)

Table 45. North America Vinyl Coated Wallpaper Base Paper Market Size by Country  
(2020-2025) & (M USD)

Table 46. Europe Vinyl Coated Wallpaper Base Paper Sales by Country (2020-2025) &  
(K MT)

Table 47. Europe Vinyl Coated Wallpaper Base Paper Market Size by Country  
(2020-2025) & (M USD)

- Table 48. Asia Pacific Vinyl Coated Wallpaper Base Paper Sales by Region (2020-2025) & (K MT)
- Table 49. Asia Pacific Vinyl Coated Wallpaper Base Paper Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Vinyl Coated Wallpaper Base Paper Sales by Country (2020-2025) & (K MT)
- Table 51. South America Vinyl Coated Wallpaper Base Paper Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Vinyl Coated Wallpaper Base Paper Sales by Region (2020-2025) & (K MT)
- Table 53. Middle East and Africa Vinyl Coated Wallpaper Base Paper Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Vinyl Coated Wallpaper Base Paper Production (K MT) by Region(2020-2025)
- Table 55. Global Vinyl Coated Wallpaper Base Paper Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Vinyl Coated Wallpaper Base Paper Revenue Market Share by Region (2020-2025)
- Table 57. Global Vinyl Coated Wallpaper Base Paper Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 58. North America Vinyl Coated Wallpaper Base Paper Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 59. Europe Vinyl Coated Wallpaper Base Paper Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 60. Japan Vinyl Coated Wallpaper Base Paper Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 61. China Vinyl Coated Wallpaper Base Paper Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 62. Stora Enso Basic Information
- Table 63. Stora Enso Vinyl Coated Wallpaper Base Paper Product Overview
- Table 64. Stora Enso Vinyl Coated Wallpaper Base Paper Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 65. Stora Enso Business Overview
- Table 66. Stora Enso SWOT Analysis
- Table 67. Stora Enso Recent Developments
- Table 68. Qifeng New Material Basic Information
- Table 69. Qifeng New Material Vinyl Coated Wallpaper Base Paper Product Overview
- Table 70. Qifeng New Material Vinyl Coated Wallpaper Base Paper Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

- Table 71. Qifeng New Material Business Overview
- Table 72. Qifeng New Material SWOT Analysis
- Table 73. Qifeng New Material Recent Developments
- Table 74. Hankuk Paper Basic Information
- Table 75. Hankuk Paper Vinyl Coated Wallpaper Base Paper Product Overview
- Table 76. Hankuk Paper Vinyl Coated Wallpaper Base Paper Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 77. Hankuk Paper Business Overview
- Table 78. Hankuk Paper SWOT Analysis
- Table 79. Hankuk Paper Recent Developments
- Table 80. K?MMERER Basic Information
- Table 81. K?MMERER Vinyl Coated Wallpaper Base Paper Product Overview
- Table 82. K?MMERER Vinyl Coated Wallpaper Base Paper Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 83. K?MMERER Business Overview
- Table 84. K?MMERER Recent Developments
- Table 85. Nippon Paper Group Basic Information
- Table 86. Nippon Paper Group Vinyl Coated Wallpaper Base Paper Product Overview
- Table 87. Nippon Paper Group Vinyl Coated Wallpaper Base Paper Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 88. Nippon Paper Group Business Overview
- Table 89. Nippon Paper Group Recent Developments
- Table 90. Zhejiang Winbon New Materials Basic Information
- Table 91. Zhejiang Winbon New Materials Vinyl Coated Wallpaper Base Paper Product Overview
- Table 92. Zhejiang Winbon New Materials Vinyl Coated Wallpaper Base Paper Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 93. Zhejiang Winbon New Materials Business Overview
- Table 94. Zhejiang Winbon New Materials Recent Developments
- Table 95. Global Vinyl Coated Wallpaper Base Paper Sales Forecast by Region (2026-2035) & (K MT)
- Table 96. Global Vinyl Coated Wallpaper Base Paper Market Size Forecast by Region (2026-2035) & (M USD)
- Table 97. North America Vinyl Coated Wallpaper Base Paper Sales Forecast by Country (2026-2035) & (K MT)
- Table 98. North America Vinyl Coated Wallpaper Base Paper Market Size Forecast by Country (2026-2035) & (M USD)
- Table 99. Europe Vinyl Coated Wallpaper Base Paper Sales Forecast by Country (2026-2035) & (K MT)

Table 100. Europe Vinyl Coated Wallpaper Base Paper Market Size Forecast by Country (2026-2035) & (M USD)

Table 101. Asia Pacific Vinyl Coated Wallpaper Base Paper Sales Forecast by Region (2026-2035) & (K MT)

Table 102. Asia Pacific Vinyl Coated Wallpaper Base Paper Market Size Forecast by Region (2026-2035) & (M USD)

Table 103. South America Vinyl Coated Wallpaper Base Paper Sales Forecast by Country (2026-2035) & (K MT)

Table 104. South America Vinyl Coated Wallpaper Base Paper Market Size Forecast by Country (2026-2035) & (M USD)

Table 105. Middle East and Africa Vinyl Coated Wallpaper Base Paper Sales Forecast by Country (2026-2035) & (Units)

Table 106. Middle East and Africa Vinyl Coated Wallpaper Base Paper Market Size Forecast by Country (2026-2035) & (M USD)

Table 107. Global Vinyl Coated Wallpaper Base Paper Sales Forecast by Type (2026-2035) & (K MT)

Table 108. Global Vinyl Coated Wallpaper Base Paper Market Size Forecast by Type (2026-2035) & (M USD)

Table 109. Global Vinyl Coated Wallpaper Base Paper Price Forecast by Type (2026-2035) & (USD/KG)

Table 110. Global Vinyl Coated Wallpaper Base Paper Sales (K MT) Forecast by Application (2026-2035)

Table 111. Global Vinyl Coated Wallpaper Base Paper Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Vinyl Coated Wallpaper Base Paper
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Vinyl Coated Wallpaper Base Paper Market Size (M USD), 2025-2035
- Figure 5. Global Vinyl Coated Wallpaper Base Paper Market Size (M USD) (2020-2035)
- Figure 6. Global Vinyl Coated Wallpaper Base Paper Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Vinyl Coated Wallpaper Base Paper Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Vinyl Coated Wallpaper Base Paper Product Life Cycle
- Figure 13. Vinyl Coated Wallpaper Base Paper Sales Share by Manufacturers in 2025
- Figure 14. Global Vinyl Coated Wallpaper Base Paper Revenue Share by Manufacturers in 2025
- Figure 15. Vinyl Coated Wallpaper Base Paper Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Vinyl Coated Wallpaper Base Paper Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Vinyl Coated Wallpaper Base Paper Revenue in 2025
- Figure 18. Industry Chain Map of Vinyl Coated Wallpaper Base Paper
- Figure 19. Global Vinyl Coated Wallpaper Base Paper Market PEST Analysis
- Figure 20. Global Vinyl Coated Wallpaper Base Paper Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Vinyl Coated Wallpaper Base Paper Market Share by Type
- Figure 27. Sales Market Share of Vinyl Coated Wallpaper Base Paper by Type (2020-2025)
- Figure 28. Sales Market Share of Vinyl Coated Wallpaper Base Paper by Type in 2025
- Figure 29. Market Share of Vinyl Coated Wallpaper Base Paper by Type (2020-2025)

Figure 30. Market Share of Vinyl Coated Wallpaper Base Paper by Type in 2025

Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Vinyl Coated Wallpaper Base Paper Market Share by Application

Figure 33. Global Vinyl Coated Wallpaper Base Paper Sales Market Share by Application (2020-2025)

Figure 34. Global Vinyl Coated Wallpaper Base Paper Sales Market Share by Application in 2025

Figure 35. Global Vinyl Coated Wallpaper Base Paper Market Share by Application (2020-2025)

Figure 36. Global Vinyl Coated Wallpaper Base Paper Market Share by Application in 2025

Figure 37. Global Vinyl Coated Wallpaper Base Paper Sales Growth Rate by Application (2020-2025)

Figure 38. Global Vinyl Coated Wallpaper Base Paper Sales Market Share by Region (2020-2025)

Figure 39. Global Vinyl Coated Wallpaper Base Paper Market Size by Region (2020-2025)

Figure 40. North America Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Vinyl Coated Wallpaper Base Paper Sales Market Share by Country in 2024

Figure 43. North America Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Vinyl Coated Wallpaper Base Paper Market Size by Country in 2024

Figure 45. U.S. Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Vinyl Coated Wallpaper Base Paper Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Vinyl Coated Wallpaper Base Paper Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Vinyl Coated Wallpaper Base Paper Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Vinyl Coated Wallpaper Base Paper Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Vinyl Coated Wallpaper Base Paper Sales Market Share by Country in 2024

Figure 53. Europe Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Vinyl Coated Wallpaper Base Paper Market Size by Country in 2024

Figure 55. Germany Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Vinyl Coated Wallpaper Base Paper Sales Market Share by Region in 2024

Figure 67. Asia Pacific Vinyl Coated Wallpaper Base Paper Market Size by Region in 2024

Figure 68. China Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (K MT)

Figure 79. South America Vinyl Coated Wallpaper Base Paper Sales Market Share by Country in 2024

Figure 80. South America Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (M USD)

Figure 81. South America Vinyl Coated Wallpaper Base Paper Market Size by Country in 2024

Figure 82. Brazil Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Vinyl Coated Wallpaper Base Paper Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Vinyl Coated Wallpaper Base Paper Market Size and

Growth Rate (M USD)

Figure 91. Middle East and Africa Vinyl Coated Wallpaper Base Paper Market Size by Region in 2024

Figure 92. Saudi Arabia Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Vinyl Coated Wallpaper Base Paper Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Vinyl Coated Wallpaper Base Paper Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Vinyl Coated Wallpaper Base Paper Production Market Share by Region (2020-2025)

Figure 103. North America Vinyl Coated Wallpaper Base Paper Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Vinyl Coated Wallpaper Base Paper Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Vinyl Coated Wallpaper Base Paper Production (K MT) Growth Rate (2020-2025)

Figure 106. China Vinyl Coated Wallpaper Base Paper Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Vinyl Coated Wallpaper Base Paper Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Vinyl Coated Wallpaper Base Paper Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Vinyl Coated Wallpaper Base Paper Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Vinyl Coated Wallpaper Base Paper Market Share Forecast by Type (2026-2035)

Figure 111. Global Vinyl Coated Wallpaper Base Paper Sales Forecast by Application (2026-2035)

Figure 112. Global Vinyl Coated Wallpaper Base Paper Market Share Forecast by Application (2026-2035)

## I would like to order

Product name: Global Vinyl Coated Wallpaper Base Paper Market Research Report 2026(Status and Outlook)

Product link: <https://marketpublishers.com/r/V922C0C42CDEEN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V922C0C42CDEEN.html>