

Global Wallpaper Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Wallpaper market size will reach 34,227 Million USD in 2025 and is projected to reach 40,298 Million USD by 2032, with a CAGR of 2.36% (2025-2032). Notably, the China Wallpaper market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Wallpaper is a decorative material used to cover and adorn interior walls in homes, offices, and other buildings. It typically consists of a paper or vinyl backing with a printed design or pattern applied to the surface. Wallpaper comes in a wide variety of colors, patterns, textures, and styles, ranging from traditional floral prints to modern geometric designs, textured finishes, and even custom-made murals. It is applied to walls using wallpaper paste or adhesive and can be easily removed or replaced when desired. Wallpaper serves both functional and aesthetic purposes, providing insulation, soundproofing, and protection for walls while also adding visual interest, personality, and style to interior spaces. It is a versatile and customizable option for transforming and enhancing the look and feel of any room.

The major global manufacturers of Wallpaper include Goodrich, Vescom, Elitis, Knoll, York, Ahlstrom Munksjo, Brewster Home Fashions, LSI Wallcovering, J. Josephson, BN International, Cole & Son, Eijffinger, Harlequin, Hytex, Len-Tex, Koroseal, F. Schumacher & Company, Fidelity Wallcoverings, Roysons, Walker Greenbank, Johns Manville, MDC Wallcoverings, Colour & Design, Arte-international, Rainbow

Wallpapers, Omexco, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Wallpaper. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Wallpaper market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Wallpaper market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Wallpaper industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Wallpaper Include:

Goodrich

Vescom

Elitis

Knoll

York

Ahlstrom Munksjo

Brewster Home Fashions

LSI Wallcovering

J.Josephson

BN International

Cole & Son

Eijffinger

Harlequin

Hytex

Len-Tex

Koroseal

F. Schumacher & Company

Fidelity Wallcoverings

Roysons

Walker Greenbank

Johns Manville

MDC Wallcoverings

Colour & Design

Arte-international

Rainbow Wallpapers

Omexco

Wallpaper Product Segment Include:

Vinyl Wallcoverings

Textile Wallcoverings

Wallpaper Product Application Include:

Household

Commercial

Other

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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Chapter 3: Global Wallpaper Industry Porter's Five Forces Analysis

Chapter 4: Global Wallpaper Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

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