

Global Household Wallpaper Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Household Wallpaper market size is expected to reach \$ 3249 million by 2032, rising at a market growth of 3.3% CAGR during the forecast period (2026-2032).

Household Wallpaper is a wall covering material used for the decoration and protection of interior walls in residential spaces. It offers strong diversity in color, pattern, material, and surface finish, and is widely used in interior decoration due to its strong decorative appeal, ease of installation, cost effectiveness, and ability to meet different aesthetic and functional requirements. For statistical consistency, one roll is converted into 5.3 square meters based on a common residential wallpaper roll size of approximately 0.53 m ? 10 m. In 2025, global residential wallpaper production reached 613.74 million rolls, based on an average ex-factory price of USD 4.05 per roll across global manufacturers.

The wallpaper market is mainly driven by the continued release of demand from residential renovation, existing home refurbishment, and the upgrading of hotels, offices, and commercial spaces. At the same time, rising consumer requirements for aesthetics, personalization, and environmental performance are driving wallpaper to evolve from a traditional basic wall material into a more design-oriented and functional decorative material. With the increasing adoption of low-VOC products, eco-friendly substrates, easy-installation solutions, and fast-decoration demand, wallpaper is being used more widely in home decoration, light refurbishment, and partial renovation scenarios.

In terms of development trends, the wallpaper industry is moving toward greener, more personalized, and more flexible production. Among these trends, digitally printed wallpaper is growing faster, mainly benefiting from rising demand for small-batch customization, faster pattern updates, stronger personalized expression, and the wider

adoption of short-lead-time production models. Going forward, the market is expected to evolve from traditional standardized products toward the parallel development of digitally printed wallpaper, mural-style designs, natural textures, premium surface effects, and multi-scenario applications, while online channels, integrated decoration channels, and project channels will continue to gain importance.

This report studies the global Household Wallpaper production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Household Wallpaper and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Household Wallpaper that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Household Wallpaper total production and demand, 2021-2032, (K Units)

Global Household Wallpaper total production value, 2021-2032, (USD Million)

Global Household Wallpaper production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Household Wallpaper consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Household Wallpaper domestic production, consumption, key domestic manufacturers and share

Global Household Wallpaper production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Household Wallpaper production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Household Wallpaper production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Household Wallpaper market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Sangetsu Co., Ltd., did Wallcoverings, A.S. Cr?ation, Lilycolor, Erismann, LX Hausys, J. Josephson, Shin Han Wall Covering, GAENARI WALLPAPER, York Design Group, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Household Wallpaper market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Household Wallpaper Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Household Wallpaper Market, Segmentation by Type:

Vinyl-based Wallpaper

Non-woven Wallpaper

Pure Paper Type Wallpaper

Fiber Type Wallpaper

Others

Global Household Wallpaper Market, Segmentation by Production Process:

Digital Printed Wallpaper

Conventional Printed Wallpaper

Global Household Wallpaper Market, Segmentation by Sales Channel:

Direct Sales

Distribution

Global Household Wallpaper Market, Segmentation by Application:

Parlour

Bedroom

Kitchen

Others

Companies Profiled:

Sangetsu Co., Ltd.

did Wallcoverings

A.S. Cr?ation

Lilycolor

Erismann

LX Hausys

J. Josephson

Shin Han Wall Covering

GAENARI WALLPAPER

York Design Group

Graham & Brown

Grandeco Wallfashion

Marburg

F. Schumacher & Company

Vinil

Beitai Wallpaper

Wallife

Len-Tex Corporation

ANYSA

Palitra

Sanderson Design Group

Wellmax wallcovering

Osborne & Little

Zambaiti Parati

Moscow wallpaper factory

AdaWal

Yulan Wallcoverings

Topli

Wallquest

Fidelity Wallcoverings

Artshow Wallpaper

Rainbow

Cosmos Wallpaper Co., Ltd.

Versa Designed Surfaces

Roysons Corporation

Bauhinia Flower Wallpaper

Wallmate

Key Questions Answered:

1. How big is the global Household Wallpaper market?
2. What is the demand of the global Household Wallpaper market?
3. What is the year over year growth of the global Household Wallpaper market?
4. What is the production and production value of the global Household Wallpaper market?
5. Who are the key producers in the global Household Wallpaper market?
6. What are the growth factors driving the market demand?

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