

# Global Self-Adhering House Wrap Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Self-Adhering House Wrap market size was valued at US\$ 476 million in 2025 and is forecast to a readjusted size of US\$ 658 million by 2032 with a CAGR of 4.7% during review period.

Self-Adhering House Wrap is a high-performance building envelope membrane integrated with a polymer substrate, pressure-sensitive adhesive layer, and removable release paper. It enables direct peeling and pasting on clean, flat building sheathing without relying on additional fasteners (e.g., staples or nails), serving as a dual barrier to block external rainwater, wind-driven moisture, and air infiltration while facilitating the escape of internal water vapor.

In 2025, global Self-Adhering House Wrap production reached approximately 77 million sqm, with an average global market price of around US\$ 6 per sqm. The production capacity of Self-Adhering House Wrap is approximately 98 million sqm per year, the average gross profit margin was 28-31%.

The supply chain of Self-Adhering House Wrap features a tightly linked upstream-downstream ecosystem: upstream encompasses suppliers of core raw materials (polymer substrates, pressure-sensitive adhesives, release papers, and functional additives like anti-UV/anti-aging agents) and specialized production equipment (extrusion machines, adhesive coating lines, composite laminators), where adhesive quality and substrate performance directly determine product reliability, and advanced coating technology ensures adhesive layer uniformity; midstream involves manufacturers responsible for substrate molding, precision adhesive coating, composite compounding, slitting, and performance testing, converting raw materials into

standardized finished products; downstream includes building materials distributors, construction contractors, and renovation teams.

The cost structure of Self-Adhering House Wrap is dominated by raw materials, with higher processing costs than non-self-adhering variants: core raw materials account for 60%-70% of total costs, including high-performance pressure-sensitive adhesives (a key cost driver, especially for low-temperature/weather-resistant formulas), polymer substrates, and release papers; production and processing costs make up 18%-25%, covering specialized adhesive coating, equipment operation/maintenance, and precision quality testing (to ensure consistent adhesion), which is higher due to more complex processes; R&D costs represent 5%-8%, focused on adhesive formula optimization, weather resistance enhancement, and compliance with regional building standards; the remaining 3%-7% includes channel logistics, packaging, after-sales service, and corporate management overheads.

This report is a detailed and comprehensive analysis for global Self-Adhering House Wrap market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Self-Adhering House Wrap market size and forecasts, in consumption value (\$ Million), sales quantity (M Sqm), and average selling prices (US\$/Sq m), 2021-2032

Global Self-Adhering House Wrap market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Sqm), and average selling prices (US\$/Sq m), 2021-2032

Global Self-Adhering House Wrap market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Sqm), and average selling prices (US\$/Sq m), 2021-2032

Global Self-Adhering House Wrap market shares of main players, shipments in revenue (\$ Million), sales quantity (M Sqm), and ASP (US\$/Sq m), 2021-2026

**The Primary Objectives in This Report Are:**

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Self-Adhering House Wrap
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Self-Adhering House Wrap market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Berry Global (Tytar), PrimeSource Building Products, Benjamin Obdyke, Henry Company, Protecto Wrap, GCP, Heng Rong Materials, Oriental Yuhong, Dayuan Waterproff, Seengy, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

**Market Segmentation**

Self-Adhering House Wrap market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

**Market segment by Type**

Polypropylene (PP)

Polyethylene (PE)

Others

**Market segment by Pressure-Sensitive Adhesive Type**

Acrylic Adhesive Self-Adhering House Wrap

Butyl Adhesive Self-Adhering House Wrap

Other

## Market segment by Application

Single-Family Detached Houses

Multi-Family Residential Buildings

Others

## Major players covered

Berry Global (Typar)

PrimeSource Building Products

Benjamin Obdyke

Henry Company

Protecto Wrap

GCP

Heng Rong Materials

Oriental Yuhong

Dayuan Waterproff

Seengy

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Self-Adhering House Wrap product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Self-Adhering House Wrap, with price, sales quantity, revenue, and global market share of Self-Adhering House Wrap from 2021 to 2026.

Chapter 3, the Self-Adhering House Wrap competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Self-Adhering House Wrap breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Self-Adhering House Wrap market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Self-Adhering House Wrap.

Chapter 14 and 15, to describe Self-Adhering House Wrap sales channel, distributors, customers, research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
  - 1.3.1 Overview: Global Dielectric Layer Consumption Value by Type: 2021 Versus 2025 Versus 2032
  - 1.3.2 Ultrathin Dielectric Layer (1–10 nm)
  - 1.3.3 Thin Dielectric Layer (10 nm–1  $\mu$ m)
  - 1.3.4 Thick Dielectric Layer (>1  $\mu$ m)
- 1.4 Market Analysis by Dielectric Constant
  - 1.4.1 Overview: Global Dielectric Layer Consumption Value by Dielectric Constant: 2021 Versus 2025 Versus 2032
  - 1.4.2 Low-k (k < 3)
  - 1.4.3 Mid-k (k: 3–7)
  - 1.4.4 High-k (k > 7)
- 1.5 Market Analysis by Application
  - 1.5.1 Overview: Global Dielectric Layer Consumption Value by Application: 2021 Versus 2025 Versus 2032
  - 1.5.2 Semiconductor
  - 1.5.3 Electronics Assembly
  - 1.5.4 Display & Optoelectronic
  - 1.5.5 Energy Storage & Battery
  - 1.5.6 Power Electronic System
  - 1.5.7 RF, Microwave & Communication
- 1.6 Global Dielectric Layer Market Size & Forecast
  - 1.6.1 Global Dielectric Layer Consumption Value (2021 & 2025 & 2032)
  - 1.6.2 Global Dielectric Layer Sales Quantity (2021-2032)
  - 1.6.3 Global Dielectric Layer Average Price (2021-2032)

### 2 MANUFACTURERS PROFILES

- 2.1 3M Company (USA)
  - 2.1.1 3M Company (USA) Details
  - 2.1.2 3M Company (USA) Major Business
  - 2.1.3 3M Company (USA) Dielectric Layer Product and Services
  - 2.1.4 3M Company (USA) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

- 2.1.5 3M Company (USA) Recent Developments/Updates
- 2.2 Rogers (USA)
  - 2.2.1 Rogers (USA) Details
  - 2.2.2 Rogers (USA) Major Business
  - 2.2.3 Rogers (USA) Dielectric Layer Product and Services
  - 2.2.4 Rogers (USA) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.2.5 Rogers (USA) Recent Developments/Updates
- 2.3 Shenzhen Low-k Dielectric Materials (China)
  - 2.3.1 Shenzhen Low-k Dielectric Materials (China) Details
  - 2.3.2 Shenzhen Low-k Dielectric Materials (China) Major Business
  - 2.3.3 Shenzhen Low-k Dielectric Materials (China) Dielectric Layer Product and Services
  - 2.3.4 Shenzhen Low-k Dielectric Materials (China) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.3.5 Shenzhen Low-k Dielectric Materials (China) Recent Developments/Updates
- 2.4 Murata Manufacturing (Japan)
  - 2.4.1 Murata Manufacturing (Japan) Details
  - 2.4.2 Murata Manufacturing (Japan) Major Business
  - 2.4.3 Murata Manufacturing (Japan) Dielectric Layer Product and Services
  - 2.4.4 Murata Manufacturing (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.4.5 Murata Manufacturing (Japan) Recent Developments/Updates
- 2.5 Samsung SDI (South Korea)
  - 2.5.1 Samsung SDI (South Korea) Details
  - 2.5.2 Samsung SDI (South Korea) Major Business
  - 2.5.3 Samsung SDI (South Korea) Dielectric Layer Product and Services
  - 2.5.4 Samsung SDI (South Korea) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.5.5 Samsung SDI (South Korea) Recent Developments/Updates
- 2.6 Showa Denko (Japan)
  - 2.6.1 Showa Denko (Japan) Details
  - 2.6.2 Showa Denko (Japan) Major Business
  - 2.6.3 Showa Denko (Japan) Dielectric Layer Product and Services
  - 2.6.4 Showa Denko (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.6.5 Showa Denko (Japan) Recent Developments/Updates
- 2.7 Kyocera Corporation (Japan)
  - 2.7.1 Kyocera Corporation (Japan) Details

- 2.7.2 Kyocera Corporation (Japan) Major Business
- 2.7.3 Kyocera Corporation (Japan) Dielectric Layer Product and Services
- 2.7.4 Kyocera Corporation (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.7.5 Kyocera Corporation (Japan) Recent Developments/Updates
- 2.8 Sumitomo Electric (Japan)
  - 2.8.1 Sumitomo Electric (Japan) Details
  - 2.8.2 Sumitomo Electric (Japan) Major Business
  - 2.8.3 Sumitomo Electric (Japan) Dielectric Layer Product and Services
  - 2.8.4 Sumitomo Electric (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.8.5 Sumitomo Electric (Japan) Recent Developments/Updates
- 2.9 Panasonic (Japan)
  - 2.9.1 Panasonic (Japan) Details
  - 2.9.2 Panasonic (Japan) Major Business
  - 2.9.3 Panasonic (Japan) Dielectric Layer Product and Services
  - 2.9.4 Panasonic (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.9.5 Panasonic (Japan) Recent Developments/Updates
- 2.10 TDK Corporation (Japan)
  - 2.10.1 TDK Corporation (Japan) Details
  - 2.10.2 TDK Corporation (Japan) Major Business
  - 2.10.3 TDK Corporation (Japan) Dielectric Layer Product and Services
  - 2.10.4 TDK Corporation (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.10.5 TDK Corporation (Japan) Recent Developments/Updates
- 2.11 Taiyo Yuden (Japan)
  - 2.11.1 Taiyo Yuden (Japan) Details
  - 2.11.2 Taiyo Yuden (Japan) Major Business
  - 2.11.3 Taiyo Yuden (Japan) Dielectric Layer Product and Services
  - 2.11.4 Taiyo Yuden (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.11.5 Taiyo Yuden (Japan) Recent Developments/Updates
- 2.12 Yageo Group (Taiwan)
  - 2.12.1 Yageo Group (Taiwan) Details
  - 2.12.2 Yageo Group (Taiwan) Major Business
  - 2.12.3 Yageo Group (Taiwan) Dielectric Layer Product and Services
  - 2.12.4 Yageo Group (Taiwan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

- 2.12.5 Yageo Group (Taiwan) Recent Developments/Updates
- 2.13 Kaneka Corporation (Japan)
  - 2.13.1 Kaneka Corporation (Japan) Details
  - 2.13.2 Kaneka Corporation (Japan) Major Business
  - 2.13.3 Kaneka Corporation (Japan) Dielectric Layer Product and Services
  - 2.13.4 Kaneka Corporation (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.13.5 Kaneka Corporation (Japan) Recent Developments/Updates
- 2.14 Isola Group (USA)
  - 2.14.1 Isola Group (USA) Details
  - 2.14.2 Isola Group (USA) Major Business
  - 2.14.3 Isola Group (USA) Dielectric Layer Product and Services
  - 2.14.4 Isola Group (USA) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.14.5 Isola Group (USA) Recent Developments/Updates
- 2.15 Shengyi Technology (China)
  - 2.15.1 Shengyi Technology (China) Details
  - 2.15.2 Shengyi Technology (China) Major Business
  - 2.15.3 Shengyi Technology (China) Dielectric Layer Product and Services
  - 2.15.4 Shengyi Technology (China) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.15.5 Shengyi Technology (China) Recent Developments/Updates
- 2.16 Toray Industries (Japan)
  - 2.16.1 Toray Industries (Japan) Details
  - 2.16.2 Toray Industries (Japan) Major Business
  - 2.16.3 Toray Industries (Japan) Dielectric Layer Product and Services
  - 2.16.4 Toray Industries (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.16.5 Toray Industries (Japan) Recent Developments/Updates
- 2.17 Unimicron Technology (Taiwan)
  - 2.17.1 Unimicron Technology (Taiwan) Details
  - 2.17.2 Unimicron Technology (Taiwan) Major Business
  - 2.17.3 Unimicron Technology (Taiwan) Dielectric Layer Product and Services
  - 2.17.4 Unimicron Technology (Taiwan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
  - 2.17.5 Unimicron Technology (Taiwan) Recent Developments/Updates
- 2.18 Shinko Electric (Japan)
  - 2.18.1 Shinko Electric (Japan) Details
  - 2.18.2 Shinko Electric (Japan) Major Business

- 2.18.3 Shinko Electric (Japan) Dielectric Layer Product and Services
- 2.18.4 Shinko Electric (Japan) Dielectric Layer Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)
- 2.18.5 Shinko Electric (Japan) Recent Developments/Updates

### **3 COMPETITIVE ENVIRONMENT: DIELECTRIC LAYER BY MANUFACTURER**

- 3.1 Global Dielectric Layer Sales Quantity by Manufacturer (2021-2026)
- 3.2 Global Dielectric Layer Revenue by Manufacturer (2021-2026)
- 3.3 Global Dielectric Layer Average Price by Manufacturer (2021-2026)
- 3.4 Market Share Analysis (2025)
  - 3.4.1 Producer Shipments of Dielectric Layer by Manufacturer Revenue (\$MM) and Market Share (%): 2025
  - 3.4.2 Top 3 Dielectric Layer Manufacturer Market Share in 2025
  - 3.4.3 Top 6 Dielectric Layer Manufacturer Market Share in 2025
- 3.5 Dielectric Layer Market: Overall Company Footprint Analysis
  - 3.5.1 Dielectric Layer Market: Region Footprint
  - 3.5.2 Dielectric Layer Market: Company Product Type Footprint
  - 3.5.3 Dielectric Layer Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

### **4 CONSUMPTION ANALYSIS BY REGION**

- 4.1 Global Dielectric Layer Market Size by Region
  - 4.1.1 Global Dielectric Layer Sales Quantity by Region (2021-2032)
  - 4.1.2 Global Dielectric Layer Consumption Value by Region (2021-2032)
  - 4.1.3 Global Dielectric Layer Average Price by Region (2021-2032)
- 4.2 North America Dielectric Layer Consumption Value (2021-2032)
- 4.3 Europe Dielectric Layer Consumption Value (2021-2032)
- 4.4 Asia-Pacific Dielectric Layer Consumption Value (2021-2032)
- 4.5 South America Dielectric Layer Consumption Value (2021-2032)
- 4.6 Middle East & Africa Dielectric Layer Consumption Value (2021-2032)

### **5 MARKET SEGMENT BY TYPE**

- 5.1 Global Dielectric Layer Sales Quantity by Type (2021-2032)
- 5.2 Global Dielectric Layer Consumption Value by Type (2021-2032)
- 5.3 Global Dielectric Layer Average Price by Type (2021-2032)

## **6 MARKET SEGMENT BY APPLICATION**

- 6.1 Global Dielectric Layer Sales Quantity by Application (2021-2032)
- 6.2 Global Dielectric Layer Consumption Value by Application (2021-2032)
- 6.3 Global Dielectric Layer Average Price by Application (2021-2032)

## **7 NORTH AMERICA**

- 7.1 North America Dielectric Layer Sales Quantity by Type (2021-2032)
- 7.2 North America Dielectric Layer Sales Quantity by Application (2021-2032)
- 7.3 North America Dielectric Layer Market Size by Country
  - 7.3.1 North America Dielectric Layer Sales Quantity by Country (2021-2032)
  - 7.3.2 North America Dielectric Layer Consumption Value by Country (2021-2032)
  - 7.3.3 United States Market Size and Forecast (2021-2032)
  - 7.3.4 Canada Market Size and Forecast (2021-2032)
  - 7.3.5 Mexico Market Size and Forecast (2021-2032)

## **8 EUROPE**

- 8.1 Europe Dielectric Layer Sales Quantity by Type (2021-2032)
- 8.2 Europe Dielectric Layer Sales Quantity by Application (2021-2032)
- 8.3 Europe Dielectric Layer Market Size by Country
  - 8.3.1 Europe Dielectric Layer Sales Quantity by Country (2021-2032)
  - 8.3.2 Europe Dielectric Layer Consumption Value by Country (2021-2032)
  - 8.3.3 Germany Market Size and Forecast (2021-2032)
  - 8.3.4 France Market Size and Forecast (2021-2032)
  - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
  - 8.3.6 Russia Market Size and Forecast (2021-2032)
  - 8.3.7 Italy Market Size and Forecast (2021-2032)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Dielectric Layer Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Dielectric Layer Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Dielectric Layer Market Size by Region
  - 9.3.1 Asia-Pacific Dielectric Layer Sales Quantity by Region (2021-2032)
  - 9.3.2 Asia-Pacific Dielectric Layer Consumption Value by Region (2021-2032)
  - 9.3.3 China Market Size and Forecast (2021-2032)

- 9.3.4 Japan Market Size and Forecast (2021-2032)
- 9.3.5 South Korea Market Size and Forecast (2021-2032)
- 9.3.6 India Market Size and Forecast (2021-2032)
- 9.3.7 Southeast Asia Market Size and Forecast (2021-2032)
- 9.3.8 Australia Market Size and Forecast (2021-2032)

## **10 SOUTH AMERICA**

- 10.1 South America Dielectric Layer Sales Quantity by Type (2021-2032)
- 10.2 South America Dielectric Layer Sales Quantity by Application (2021-2032)
- 10.3 South America Dielectric Layer Market Size by Country
  - 10.3.1 South America Dielectric Layer Sales Quantity by Country (2021-2032)
  - 10.3.2 South America Dielectric Layer Consumption Value by Country (2021-2032)
  - 10.3.3 Brazil Market Size and Forecast (2021-2032)
  - 10.3.4 Argentina Market Size and Forecast (2021-2032)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Dielectric Layer Sales Quantity by Type (2021-2032)
- 11.2 Middle East & Africa Dielectric Layer Sales Quantity by Application (2021-2032)
- 11.3 Middle East & Africa Dielectric Layer Market Size by Country
  - 11.3.1 Middle East & Africa Dielectric Layer Sales Quantity by Country (2021-2032)
  - 11.3.2 Middle East & Africa Dielectric Layer Consumption Value by Country (2021-2032)
  - 11.3.3 Turkey Market Size and Forecast (2021-2032)
  - 11.3.4 Egypt Market Size and Forecast (2021-2032)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
  - 11.3.6 South Africa Market Size and Forecast (2021-2032)

## **12 MARKET DYNAMICS**

- 12.1 Dielectric Layer Market Drivers
- 12.2 Dielectric Layer Market Restraints
- 12.3 Dielectric Layer Trends Analysis
- 12.4 Porters Five Forces Analysis
  - 12.4.1 Threat of New Entrants
  - 12.4.2 Bargaining Power of Suppliers
  - 12.4.3 Bargaining Power of Buyers
  - 12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

13.1 Raw Material of Dielectric Layer and Key Manufacturers

13.2 Manufacturing Costs Percentage of Dielectric Layer

13.3 Dielectric Layer Production Process

13.4 Industry Value Chain Analysis

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Dielectric Layer Typical Distributors

14.3 Dielectric Layer Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Self-Adhering House Wrap Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Self-Adhering House Wrap Consumption Value by Pressure-Sensitive Adhesive Type, (USD Million), 2021 & 2025 & 2032

Table 3. Global Self-Adhering House Wrap Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 4. Berry Global (Tygar) Basic Information, Manufacturing Base and Competitors

Table 5. Berry Global (Tygar) Major Business

Table 6. Berry Global (Tygar) Self-Adhering House Wrap Product and Services

Table 7. Berry Global (Tygar) Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price (US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 8. Berry Global (Tygar) Recent Developments/Updates

Table 9. PrimeSource Building Products Basic Information, Manufacturing Base and Competitors

Table 10. PrimeSource Building Products Major Business

Table 11. PrimeSource Building Products Self-Adhering House Wrap Product and Services

Table 12. PrimeSource Building Products Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price (US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 13. PrimeSource Building Products Recent Developments/Updates

Table 14. Benjamin Obdyke Basic Information, Manufacturing Base and Competitors

Table 15. Benjamin Obdyke Major Business

Table 16. Benjamin Obdyke Self-Adhering House Wrap Product and Services

Table 17. Benjamin Obdyke Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price (US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 18. Benjamin Obdyke Recent Developments/Updates

Table 19. Henry Company Basic Information, Manufacturing Base and Competitors

Table 20. Henry Company Major Business

Table 21. Henry Company Self-Adhering House Wrap Product and Services

Table 22. Henry Company Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price (US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 23. Henry Company Recent Developments/Updates
- Table 24. Protecto Wrap Basic Information, Manufacturing Base and Competitors
- Table 25. Protecto Wrap Major Business
- Table 26. Protecto Wrap Self-Adhering House Wrap Product and Services
- Table 27. Protecto Wrap Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price (US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 28. Protecto Wrap Recent Developments/Updates
- Table 29. GCP Basic Information, Manufacturing Base and Competitors
- Table 30. GCP Major Business
- Table 31. GCP Self-Adhering House Wrap Product and Services
- Table 32. GCP Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price (US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 33. GCP Recent Developments/Updates
- Table 34. Heng Rong Materials Basic Information, Manufacturing Base and Competitors
- Table 35. Heng Rong Materials Major Business
- Table 36. Heng Rong Materials Self-Adhering House Wrap Product and Services
- Table 37. Heng Rong Materials Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price (US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 38. Heng Rong Materials Recent Developments/Updates
- Table 39. Oriental Yuhong Basic Information, Manufacturing Base and Competitors
- Table 40. Oriental Yuhong Major Business
- Table 41. Oriental Yuhong Self-Adhering House Wrap Product and Services
- Table 42. Oriental Yuhong Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price (US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 43. Oriental Yuhong Recent Developments/Updates
- Table 44. Dayuan Waterproff Basic Information, Manufacturing Base and Competitors
- Table 45. Dayuan Waterproff Major Business
- Table 46. Dayuan Waterproff Self-Adhering House Wrap Product and Services
- Table 47. Dayuan Waterproff Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price (US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 48. Dayuan Waterproff Recent Developments/Updates
- Table 49. Seengy Basic Information, Manufacturing Base and Competitors
- Table 50. Seengy Major Business
- Table 51. Seengy Self-Adhering House Wrap Product and Services
- Table 52. Seengy Self-Adhering House Wrap Sales Quantity (M Sqm), Average Price

(US\$/Sq m), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 53. Seengy Recent Developments/Updates

Table 54. Global Self-Adhering House Wrap Sales Quantity by Manufacturer (2021-2026) & (M Sqm)

Table 55. Global Self-Adhering House Wrap Revenue by Manufacturer (2021-2026) & (USD Million)

Table 56. Global Self-Adhering House Wrap Average Price by Manufacturer (2021-2026) & (US\$/Sq m)

Table 57. Market Position of Manufacturers in Self-Adhering House Wrap, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 58. Head Office and Self-Adhering House Wrap Production Site of Key Manufacturer

Table 59. Self-Adhering House Wrap Market: Company Product Type Footprint

Table 60. Self-Adhering House Wrap Market: Company Product Application Footprint

Table 61. Self-Adhering House Wrap New Market Entrants and Barriers to Market Entry

Table 62. Self-Adhering House Wrap Mergers, Acquisition, Agreements, and Collaborations

Table 63. Global Self-Adhering House Wrap Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 64. Global Self-Adhering House Wrap Sales Quantity by Region (2021-2026) & (M Sqm)

Table 65. Global Self-Adhering House Wrap Sales Quantity by Region (2027-2032) & (M Sqm)

Table 66. Global Self-Adhering House Wrap Consumption Value by Region (2021-2026) & (USD Million)

Table 67. Global Self-Adhering House Wrap Consumption Value by Region (2027-2032) & (USD Million)

Table 68. Global Self-Adhering House Wrap Average Price by Region (2021-2026) & (US\$/Sq m)

Table 69. Global Self-Adhering House Wrap Average Price by Region (2027-2032) & (US\$/Sq m)

Table 70. Global Self-Adhering House Wrap Sales Quantity by Type (2021-2026) & (M Sqm)

Table 71. Global Self-Adhering House Wrap Sales Quantity by Type (2027-2032) & (M Sqm)

Table 72. Global Self-Adhering House Wrap Consumption Value by Type (2021-2026) & (USD Million)

Table 73. Global Self-Adhering House Wrap Consumption Value by Type (2027-2032) & (USD Million)

Table 74. Global Self-Adhering House Wrap Average Price by Type (2021-2026) & (US\$/Sq m)

Table 75. Global Self-Adhering House Wrap Average Price by Type (2027-2032) & (US\$/Sq m)

Table 76. Global Self-Adhering House Wrap Sales Quantity by Application (2021-2026) & (M Sqm)

Table 77. Global Self-Adhering House Wrap Sales Quantity by Application (2027-2032) & (M Sqm)

Table 78. Global Self-Adhering House Wrap Consumption Value by Application (2021-2026) & (USD Million)

Table 79. Global Self-Adhering House Wrap Consumption Value by Application (2027-2032) & (USD Million)

Table 80. Global Self-Adhering House Wrap Average Price by Application (2021-2026) & (US\$/Sq m)

Table 81. Global Self-Adhering House Wrap Average Price by Application (2027-2032) & (US\$/Sq m)

Table 82. North America Self-Adhering House Wrap Sales Quantity by Type (2021-2026) & (M Sqm)

Table 83. North America Self-Adhering House Wrap Sales Quantity by Type (2027-2032) & (M Sqm)

Table 84. North America Self-Adhering House Wrap Sales Quantity by Application (2021-2026) & (M Sqm)

Table 85. North America Self-Adhering House Wrap Sales Quantity by Application (2027-2032) & (M Sqm)

Table 86. North America Self-Adhering House Wrap Sales Quantity by Country (2021-2026) & (M Sqm)

Table 87. North America Self-Adhering House Wrap Sales Quantity by Country (2027-2032) & (M Sqm)

Table 88. North America Self-Adhering House Wrap Consumption Value by Country (2021-2026) & (USD Million)

Table 89. North America Self-Adhering House Wrap Consumption Value by Country (2027-2032) & (USD Million)

Table 90. Europe Self-Adhering House Wrap Sales Quantity by Type (2021-2026) & (M Sqm)

Table 91. Europe Self-Adhering House Wrap Sales Quantity by Type (2027-2032) & (M Sqm)

Table 92. Europe Self-Adhering House Wrap Sales Quantity by Application (2021-2026) & (M Sqm)

Table 93. Europe Self-Adhering House Wrap Sales Quantity by Application (2027-2032)

& (M Sqm)

Table 94. Europe Self-Adhering House Wrap Sales Quantity by Country (2021-2026) & (M Sqm)

Table 95. Europe Self-Adhering House Wrap Sales Quantity by Country (2027-2032) & (M Sqm)

Table 96. Europe Self-Adhering House Wrap Consumption Value by Country (2021-2026) & (USD Million)

Table 97. Europe Self-Adhering House Wrap Consumption Value by Country (2027-2032) & (USD Million)

Table 98. Asia-Pacific Self-Adhering House Wrap Sales Quantity by Type (2021-2026) & (M Sqm)

Table 99. Asia-Pacific Self-Adhering House Wrap Sales Quantity by Type (2027-2032) & (M Sqm)

Table 100. Asia-Pacific Self-Adhering House Wrap Sales Quantity by Application (2021-2026) & (M Sqm)

Table 101. Asia-Pacific Self-Adhering House Wrap Sales Quantity by Application (2027-2032) & (M Sqm)

Table 102. Asia-Pacific Self-Adhering House Wrap Sales Quantity by Region (2021-2026) & (M Sqm)

Table 103. Asia-Pacific Self-Adhering House Wrap Sales Quantity by Region (2027-2032) & (M Sqm)

Table 104. Asia-Pacific Self-Adhering House Wrap Consumption Value by Region (2021-2026) & (USD Million)

Table 105. Asia-Pacific Self-Adhering House Wrap Consumption Value by Region (2027-2032) & (USD Million)

Table 106. South America Self-Adhering House Wrap Sales Quantity by Type (2021-2026) & (M Sqm)

Table 107. South America Self-Adhering House Wrap Sales Quantity by Type (2027-2032) & (M Sqm)

Table 108. South America Self-Adhering House Wrap Sales Quantity by Application (2021-2026) & (M Sqm)

Table 109. South America Self-Adhering House Wrap Sales Quantity by Application (2027-2032) & (M Sqm)

Table 110. South America Self-Adhering House Wrap Sales Quantity by Country (2021-2026) & (M Sqm)

Table 111. South America Self-Adhering House Wrap Sales Quantity by Country (2027-2032) & (M Sqm)

Table 112. South America Self-Adhering House Wrap Consumption Value by Country (2021-2026) & (USD Million)

Table 113. South America Self-Adhering House Wrap Consumption Value by Country (2027-2032) & (USD Million)

Table 114. Middle East & Africa Self-Adhering House Wrap Sales Quantity by Type (2021-2026) & (M Sqm)

Table 115. Middle East & Africa Self-Adhering House Wrap Sales Quantity by Type (2027-2032) & (M Sqm)

Table 116. Middle East & Africa Self-Adhering House Wrap Sales Quantity by Application (2021-2026) & (M Sqm)

Table 117. Middle East & Africa Self-Adhering House Wrap Sales Quantity by Application (2027-2032) & (M Sqm)

Table 118. Middle East & Africa Self-Adhering House Wrap Sales Quantity by Country (2021-2026) & (M Sqm)

Table 119. Middle East & Africa Self-Adhering House Wrap Sales Quantity by Country (2027-2032) & (M Sqm)

Table 120. Middle East & Africa Self-Adhering House Wrap Consumption Value by Country (2021-2026) & (USD Million)

Table 121. Middle East & Africa Self-Adhering House Wrap Consumption Value by Country (2027-2032) & (USD Million)

Table 122. Self-Adhering House Wrap Raw Material

Table 123. Key Manufacturers of Self-Adhering House Wrap Raw Materials

Table 124. Self-Adhering House Wrap Typical Distributors

Table 125. Self-Adhering House Wrap Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. Self-Adhering House Wrap Picture
- Figure 2. Global Self-Adhering House Wrap Revenue by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Self-Adhering House Wrap Revenue Market Share by Type in 2025
- Figure 4. Polypropylene (PP) Examples
- Figure 5. Polyethylene (PE) Examples
- Figure 6. Others Examples
- Figure 7. Global Self-Adhering House Wrap Revenue by Pressure-Sensitive Adhesive Type, (USD Million), 2021 & 2025 & 2032
- Figure 8. Global Self-Adhering House Wrap Revenue Market Share by Pressure-Sensitive Adhesive Type in 2025
- Figure 9. Acrylic Adhesive Self-Adhering House Wrap Examples
- Figure 10. Butyl Adhesive Self-Adhering House Wrap Examples
- Figure 11. Other Examples
- Figure 12. Global Self-Adhering House Wrap Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 13. Global Self-Adhering House Wrap Revenue Market Share by Application in 2025
- Figure 14. Single-Family Detached Houses Examples
- Figure 15. Multi-Family Residential Buildings Examples
- Figure 16. Others Examples
- Figure 17. Global Self-Adhering House Wrap Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 18. Global Self-Adhering House Wrap Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 19. Global Self-Adhering House Wrap Sales Quantity (2021-2032) & (M Sqm)
- Figure 20. Global Self-Adhering House Wrap Price (2021-2032) & (US\$/Sq m)
- Figure 21. Global Self-Adhering House Wrap Sales Quantity Market Share by Manufacturer in 2025
- Figure 22. Global Self-Adhering House Wrap Revenue Market Share by Manufacturer in 2025
- Figure 23. Producer Shipments of Self-Adhering House Wrap by Manufacturer Sales (\$MM) and Market Share (%): 2025
- Figure 24. Top 3 Self-Adhering House Wrap Manufacturer (Revenue) Market Share in 2025

Figure 25. Top 6 Self-Adhering House Wrap Manufacturer (Revenue) Market Share in 2025

Figure 26. Global Self-Adhering House Wrap Sales Quantity Market Share by Region (2021-2032)

Figure 27. Global Self-Adhering House Wrap Consumption Value Market Share by Region (2021-2032)

Figure 28. North America Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 29. Europe Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 30. Asia-Pacific Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 31. South America Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 32. Middle East & Africa Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 33. Global Self-Adhering House Wrap Sales Quantity Market Share by Type (2021-2032)

Figure 34. Global Self-Adhering House Wrap Consumption Value Market Share by Type (2021-2032)

Figure 35. Global Self-Adhering House Wrap Average Price by Type (2021-2032) & (US\$/Sq m)

Figure 36. Global Self-Adhering House Wrap Sales Quantity Market Share by Application (2021-2032)

Figure 37. Global Self-Adhering House Wrap Revenue Market Share by Application (2021-2032)

Figure 38. Global Self-Adhering House Wrap Average Price by Application (2021-2032) & (US\$/Sq m)

Figure 39. North America Self-Adhering House Wrap Sales Quantity Market Share by Type (2021-2032)

Figure 40. North America Self-Adhering House Wrap Sales Quantity Market Share by Application (2021-2032)

Figure 41. North America Self-Adhering House Wrap Sales Quantity Market Share by Country (2021-2032)

Figure 42. North America Self-Adhering House Wrap Consumption Value Market Share by Country (2021-2032)

Figure 43. United States Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 44. Canada Self-Adhering House Wrap Consumption Value (2021-2032) & (USD

Million)

Figure 45. Mexico Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 46. Europe Self-Adhering House Wrap Sales Quantity Market Share by Type (2021-2032)

Figure 47. Europe Self-Adhering House Wrap Sales Quantity Market Share by Application (2021-2032)

Figure 48. Europe Self-Adhering House Wrap Sales Quantity Market Share by Country (2021-2032)

Figure 49. Europe Self-Adhering House Wrap Consumption Value Market Share by Country (2021-2032)

Figure 50. Germany Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 51. France Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 52. United Kingdom Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 53. Russia Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 54. Italy Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 55. Asia-Pacific Self-Adhering House Wrap Sales Quantity Market Share by Type (2021-2032)

Figure 56. Asia-Pacific Self-Adhering House Wrap Sales Quantity Market Share by Application (2021-2032)

Figure 57. Asia-Pacific Self-Adhering House Wrap Sales Quantity Market Share by Region (2021-2032)

Figure 58. Asia-Pacific Self-Adhering House Wrap Consumption Value Market Share by Region (2021-2032)

Figure 59. China Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 60. Japan Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 61. South Korea Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 62. India Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 63. Southeast Asia Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 64. Australia Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 65. South America Self-Adhering House Wrap Sales Quantity Market Share by Type (2021-2032)

Figure 66. South America Self-Adhering House Wrap Sales Quantity Market Share by Application (2021-2032)

Figure 67. South America Self-Adhering House Wrap Sales Quantity Market Share by Country (2021-2032)

Figure 68. South America Self-Adhering House Wrap Consumption Value Market Share by Country (2021-2032)

Figure 69. Brazil Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 70. Argentina Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 71. Middle East & Africa Self-Adhering House Wrap Sales Quantity Market Share by Type (2021-2032)

Figure 72. Middle East & Africa Self-Adhering House Wrap Sales Quantity Market Share by Application (2021-2032)

Figure 73. Middle East & Africa Self-Adhering House Wrap Sales Quantity Market Share by Country (2021-2032)

Figure 74. Middle East & Africa Self-Adhering House Wrap Consumption Value Market Share by Country (2021-2032)

Figure 75. Turkey Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 76. Egypt Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 77. Saudi Arabia Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 78. South Africa Self-Adhering House Wrap Consumption Value (2021-2032) & (USD Million)

Figure 79. Self-Adhering House Wrap Market Drivers

Figure 80. Self-Adhering House Wrap Market Restraints

Figure 81. Self-Adhering House Wrap Market Trends

Figure 82. Porters Five Forces Analysis

Figure 83. Manufacturing Cost Structure Analysis of Self-Adhering House Wrap in 2025

Figure 84. Manufacturing Process Analysis of Self-Adhering House Wrap

Figure 85. Self-Adhering House Wrap Industrial Chain

Figure 86. Sales Channel: Direct to End-User vs Distributors

Figure 87. Direct Channel Pros & Cons

Figure 88. Indirect Channel Pros & Cons

Figure 89. Methodology

Figure 90. Research Process and Data Source

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