

Global Self-Adhering House Wrap Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Self-Adhering House Wrap market size is expected to reach \$ 658 million by 2032, rising at a market growth of 4.7% CAGR during the forecast period (2026-2032).

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 studies the global Self-Adhering House Wrap production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Self-Adhering House Wrap 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 Self-Adhering House Wrap that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Self-Adhering House Wrap total production and demand, 2021-2032, (M Sqm)

Global Self-Adhering House Wrap total production value, 2021-2032, (USD Million)

Global Self-Adhering House Wrap production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Sqm), (based on production site)

Global Self-Adhering House Wrap consumption by region & country, CAGR, 2021-2032 & (M Sqm)

U.S. VS China: Self-Adhering House Wrap domestic production, consumption, key domestic manufacturers and share

Global Self-Adhering House Wrap production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Sqm)

Global Self-Adhering House Wrap production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Sqm)

Global Self-Adhering House Wrap production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Sqm)

This report profiles key players in the global Self-Adhering House Wrap 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 Berry Global (Typar), 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Self-Adhering House Wrap market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Sqm) and average price (US\$/Sq m) 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 Self-Adhering House Wrap Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Self-Adhering House Wrap Market, Segmentation by Type:

Polypropylene (PP)

Polyethylene (PE)

Others

Global Self-Adhering House Wrap Market, Segmentation by Pressure-Sensitive Adhesive Type:

Acrylic Adhesive Self-Adhering House Wrap

Butyl Adhesive Self-Adhering House Wrap

Other

Global Self-Adhering House Wrap Market, Segmentation by Application:

Single-Family Detached Houses

Multi-Family Residential Buildings

Others

Companies Profiled:

Berry Global (Typar)

PrimeSource Building Products

Benjamin Obdyke

Henry Company

Protecto Wrap

GCP

Heng Rong Materials

Oriental Yuhong

Dayuan Waterproff

Seengy

Key Questions Answered:

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

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