

# Global Vinyl Wallpaper Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G160BDC7AFCEEN.html>

Date: June 2024

Pages: 159

Price: US\$ 3,480.00 (Single User License)

ID: G160BDC7AFCEEN

## Abstracts

According to our (Global Info Research) latest study, the global Vinyl Wallpaper market size was valued at USD 5551.7 million in 2023 and is forecast to a readjusted size of USD 7457.7 million by 2030 with a CAGR of 4.3% during review period.

Wallpaper is a kind of material used to cover and decorate the interior walls of homes, offices, and other buildings; it is one aspect of interior decoration. Due to its variety of characteristics that other interior decoration materials cannot compare, such as color diversity, rich patterns, security and environmental protection, convenient installation, appropriate price, and so on, it has considerable popularity in Europe, United States, Japan, Korea and other developed countries and regions.

(Note: 10K Roll = 10000 Roll; 1Roll converted into equivalent 5.3 Sq.m = 10m \* 0.53m)

There are four major type wall paper including PVC-based Wallpaper, Non-woven Wallpaper, Pure Paper Type Wallpaper and Fiber Type Wallpaper. This report mainly focus on Vinyl(PVC) type wallpaper

### Vinyl Wallpaper market drivers

Vinyl wallpapers are known for their durability and longevity compared to other wallpaper materials. They are resistant to wear and tear, moisture, stains, and fading, making them a preferred choice for high-traffic areas and spaces that require frequent cleaning.

**Ease of Installation and Maintenance:** Vinyl wallpapers are relatively easy to install and remove compared to other types of wallpaper. Many vinyl wallpapers are pre-pasted,

which simplifies the installation process. They can also be wiped clean with a damp cloth, making maintenance and cleaning more convenient compared to other wall covering materials.

**Versatility in Application:** Vinyl wallpapers can be applied to various surfaces, including drywall, plaster, wood, and even existing wallpaper. This versatility allows for seamless integration into different interior spaces, including residential, commercial, and hospitality environments.

**Cost-Effectiveness:** Vinyl wallpapers offer an affordable alternative to other wall covering options such as paint or fabric. They provide a cost-effective solution for transforming and enhancing the appearance of interior spaces, making them popular among homeowners, decorators, and designers with budget considerations.

#### Vinyl Wallpaper market trends

**Eco-Friendly and Sustainable Options:** With increasing consumer awareness and demand for sustainable products, there is a growing trend towards eco-friendly vinyl wallpapers. Manufacturers are offering environmentally conscious options that incorporate recycled materials, water-based inks, and low-VOC (volatile organic compounds) formulations. These eco-friendly vinyl wallpapers cater to the preferences of environmentally conscious consumers.

**Customization and Personalization:** The demand for customized and personalized vinyl wallpapers is increasing. Manufacturers are offering customization options where customers can choose colors, patterns, and even upload their own designs for printing. This trend allows individuals and businesses to create unique and personalized spaces that reflect their style and branding.

**Digital Printing Technology:** Advancements in digital printing technology have had a significant impact on the vinyl wallpaper market. Digital printing allows for high-resolution, intricate designs, and customization options. It enables manufacturers to produce vinyl wallpapers with vibrant colors, fine details, and gradient effects, meeting the demands for intricate and visually captivating designs.

The Global Info Research report includes an overview of the development of the Vinyl Wallpaper industry chain, the market status of Entertainment Places (Online Sales, Offline Sales), Office (Online Sales, Offline Sales), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot

applications and market trends of Vinyl Wallpaper.

Regionally, the report analyzes the Vinyl Wallpaper markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Vinyl Wallpaper market, with robust domestic demand, supportive policies, and a strong manufacturing base.

**Key Features:**

The report presents comprehensive understanding of the Vinyl Wallpaper market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Vinyl Wallpaper industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Sq.m), revenue generated, and market share of different by Channels (e.g., Online Sales, Offline Sales).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Vinyl Wallpaper market.

**Regional Analysis:** The report involves examining the Vinyl Wallpaper market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Vinyl Wallpaper market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Vinyl Wallpaper:

**Company Analysis:** Report covers individual Vinyl Wallpaper manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial

performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Vinyl Wallpaper. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Entertainment Places, Office).

**Technology Analysis:** Report covers specific technologies relevant to Vinyl Wallpaper. It assesses the current state, advancements, and potential future developments in Vinyl Wallpaper areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Vinyl Wallpaper market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Vinyl Wallpaper market is split by Channels and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Channels, and by Application in terms of volume and value.

### Market segment by Channels

Online Sales

Offline Sales

### Market segment by Application

Entertainment Places

Office

Household

Others

### Major players covered

Asheu

Sangetsu Co., Ltd.

A.S. Cr?ation

York Wallpapers

Lilycolor

Marburg

Shin Han Wall Covering

Zambaiti Parati

Brewster Home Fashions

Walker Greenbank Group

LSI Wallcovering

J. Josephson

Len-Tex Corporation

Osborne&little

KOROSEAL Interior Products

Grandeco Wallfashion

F. Schumacher & Company

Laura Ashley

DAEWON CHEMICAL

Wallquest

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 Vinyl Wallpaper product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Vinyl Wallpaper, with price, sales, revenue and global market share of Vinyl Wallpaper from 2019 to 2024.

Chapter 3, the Vinyl Wallpaper competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Vinyl Wallpaper breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Channels and application, with sales market share and growth rate by channels, application, from 2019 to 2030.

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 2017 to 2023. and Vinyl Wallpaper market forecast, by regions, channels and application, with sales and revenue, from 2025 to 2030.

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 Vinyl Wallpaper.

Chapter 14 and 15, to describe Vinyl Wallpaper sales channel, distributors, customers, research findings and conclusion.

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