

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

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## Abstracts

According to our (Global Info Research) latest study, the global Wallpaper market size was valued at USD 30480 million in 2023 and is forecast to a readjusted size of USD 35500 million by 2030 with a CAGR of 2.2% 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 and other developed countries and regions.

The industry's major producers are Asheu, Sangetsu Co., Ltd., and A.S. Creation, which together account for about 19% of revenue. Europe is the largest market, with a share above 35%.

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

Regionally, the report analyzes the 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 Wallpaper market, with robust domestic demand, supportive policies, and a strong manufacturing base.

## Key Features:

The report presents comprehensive understanding of the 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 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 Rolls), revenue generated, and market share of different by Type (e.g., Vinyl-based Wallpaper, Non-woven Wallpaper).

**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 Wallpaper market.

**Regional Analysis:** The report involves examining the 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 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 Wallpaper:

**Company Analysis:** Report covers individual 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 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 Wallpaper. It assesses the current state, advancements, and potential future developments in Wallpaper areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the 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

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

#### Market segment by Type

Vinyl-based Wallpaper

Non-woven Wallpaper

Pure Paper Type Wallpaper

Fiber Type Wallpaper

#### Market segment by Application

Entertainment Places

Office

Household

Others

## Major players covered

York Wallcoverings

Brewster Home Fashions

LSI Wallcovering

J. Josephson

Len-Tex Corporation

KOROSEAL Interior Products

F. Schumacher & Company

Wallquest

Fidelity Wallcoverings

Roysons Corporation

Walker Greenbank

Johns Manville

Norwall

Graham & Brown

Asheu

Sangetsu Co., Ltd.

A.S. Cr?ation

York Wallpapers

Lilycolor

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

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

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

Chapter 4, the 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 Type and application, with sales market share and growth rate by type, 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 Wallpaper market forecast, by regions, type 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 Wallpaper.

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

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Wallpaper
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
  - 1.3.1 Overview: Global Wallpaper Consumption Value by Type: 2019 Versus 2023 Versus 2030
  - 1.3.2 Vinyl-based Wallpaper
  - 1.3.3 Non-woven Wallpaper
  - 1.3.4 Pure Paper Type Wallpaper
  - 1.3.5 Fiber Type Wallpaper
- 1.4 Market Analysis by Application
  - 1.4.1 Overview: Global Wallpaper Consumption Value by Application: 2019 Versus 2023 Versus 2030
  - 1.4.2 Entertainment Places
  - 1.4.3 Office
  - 1.4.4 Household
  - 1.4.5 Others
- 1.5 Global Wallpaper Market Size & Forecast
  - 1.5.1 Global Wallpaper Consumption Value (2019 & 2023 & 2030)
  - 1.5.2 Global Wallpaper Sales Quantity (2019-2030)
  - 1.5.3 Global Wallpaper Average Price (2019-2030)

### 2 MANUFACTURERS PROFILES

- 2.1 York Wallcoverings
  - 2.1.1 York Wallcoverings Details
  - 2.1.2 York Wallcoverings Major Business
  - 2.1.3 York Wallcoverings Wallpaper Product and Services
  - 2.1.4 York Wallcoverings Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.1.5 York Wallcoverings Recent Developments/Updates
- 2.2 Brewster Home Fashions
  - 2.2.1 Brewster Home Fashions Details
  - 2.2.2 Brewster Home Fashions Major Business
  - 2.2.3 Brewster Home Fashions Wallpaper Product and Services
  - 2.2.4 Brewster Home Fashions Wallpaper Sales Quantity, Average Price, Revenue,

## Gross Margin and Market Share (2019-2024)

### 2.2.5 Brewster Home Fashions Recent Developments/Updates

## 2.3 LSI Wallcovering

### 2.3.1 LSI Wallcovering Details

### 2.3.2 LSI Wallcovering Major Business

### 2.3.3 LSI Wallcovering Wallpaper Product and Services

### 2.3.4 LSI Wallcovering Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.3.5 LSI Wallcovering Recent Developments/Updates

## 2.4 J. Josephson

### 2.4.1 J. Josephson Details

### 2.4.2 J. Josephson Major Business

### 2.4.3 J. Josephson Wallpaper Product and Services

### 2.4.4 J. Josephson Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.4.5 J. Josephson Recent Developments/Updates

## 2.5 Len-Tex Corporation

### 2.5.1 Len-Tex Corporation Details

### 2.5.2 Len-Tex Corporation Major Business

### 2.5.3 Len-Tex Corporation Wallpaper Product and Services

### 2.5.4 Len-Tex Corporation Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.5.5 Len-Tex Corporation Recent Developments/Updates

## 2.6 KOROSEAL Interior Products

### 2.6.1 KOROSEAL Interior Products Details

### 2.6.2 KOROSEAL Interior Products Major Business

### 2.6.3 KOROSEAL Interior Products Wallpaper Product and Services

### 2.6.4 KOROSEAL Interior Products Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.6.5 KOROSEAL Interior Products Recent Developments/Updates

## 2.7 F. Schumacher & Company

### 2.7.1 F. Schumacher & Company Details

### 2.7.2 F. Schumacher & Company Major Business

### 2.7.3 F. Schumacher & Company Wallpaper Product and Services

### 2.7.4 F. Schumacher & Company Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

### 2.7.5 F. Schumacher & Company Recent Developments/Updates

## 2.8 Wallquest

### 2.8.1 Wallquest Details



- 2.8.2 Wallquest Major Business
- 2.8.3 Wallquest Wallpaper Product and Services
- 2.8.4 Wallquest Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.8.5 Wallquest Recent Developments/Updates
- 2.9 Fidelity Wallcoverings
  - 2.9.1 Fidelity Wallcoverings Details
  - 2.9.2 Fidelity Wallcoverings Major Business
  - 2.9.3 Fidelity Wallcoverings Wallpaper Product and Services
  - 2.9.4 Fidelity Wallcoverings Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.9.5 Fidelity Wallcoverings Recent Developments/Updates
- 2.10 Roysons Corporation
  - 2.10.1 Roysons Corporation Details
  - 2.10.2 Roysons Corporation Major Business
  - 2.10.3 Roysons Corporation Wallpaper Product and Services
  - 2.10.4 Roysons Corporation Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.10.5 Roysons Corporation Recent Developments/Updates
- 2.11 Walker Greenbank
  - 2.11.1 Walker Greenbank Details
  - 2.11.2 Walker Greenbank Major Business
  - 2.11.3 Walker Greenbank Wallpaper Product and Services
  - 2.11.4 Walker Greenbank Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.11.5 Walker Greenbank Recent Developments/Updates
- 2.12 Johns Manville
  - 2.12.1 Johns Manville Details
  - 2.12.2 Johns Manville Major Business
  - 2.12.3 Johns Manville Wallpaper Product and Services
  - 2.12.4 Johns Manville Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.12.5 Johns Manville Recent Developments/Updates
- 2.13 Norwall
  - 2.13.1 Norwall Details
  - 2.13.2 Norwall Major Business
  - 2.13.3 Norwall Wallpaper Product and Services
  - 2.13.4 Norwall Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

- 2.13.5 Norwall Recent Developments/Updates
- 2.14 Graham & Brown
  - 2.14.1 Graham & Brown Details
  - 2.14.2 Graham & Brown Major Business
  - 2.14.3 Graham & Brown Wallpaper Product and Services
  - 2.14.4 Graham & Brown Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.14.5 Graham & Brown Recent Developments/Updates
- 2.15 Asheu
  - 2.15.1 Asheu Details
  - 2.15.2 Asheu Major Business
  - 2.15.3 Asheu Wallpaper Product and Services
  - 2.15.4 Asheu Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.15.5 Asheu Recent Developments/Updates
- 2.16 Sangetsu Co., Ltd.
  - 2.16.1 Sangetsu Co., Ltd. Details
  - 2.16.2 Sangetsu Co., Ltd. Major Business
  - 2.16.3 Sangetsu Co., Ltd. Wallpaper Product and Services
  - 2.16.4 Sangetsu Co., Ltd. Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.16.5 Sangetsu Co., Ltd. Recent Developments/Updates
- 2.17 A.S. Cr?ation
  - 2.17.1 A.S. Cr?ation Details
  - 2.17.2 A.S. Cr?ation Major Business
  - 2.17.3 A.S. Cr?ation Wallpaper Product and Services
  - 2.17.4 A.S. Cr?ation Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.17.5 A.S. Cr?ation Recent Developments/Updates
- 2.18 York Wallpapers
  - 2.18.1 York Wallpapers Details
  - 2.18.2 York Wallpapers Major Business
  - 2.18.3 York Wallpapers Wallpaper Product and Services
  - 2.18.4 York Wallpapers Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
  - 2.18.5 York Wallpapers Recent Developments/Updates
- 2.19 Lilycolor
  - 2.19.1 Lilycolor Details
  - 2.19.2 Lilycolor Major Business

- 2.19.3 Lilycolor Wallpaper Product and Services
- 2.19.4 Lilycolor Wallpaper Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.19.5 Lilycolor Recent Developments/Updates

### **3 COMPETITIVE ENVIRONMENT: WALLPAPER BY MANUFACTURER**

- 3.1 Global Wallpaper Sales Quantity by Manufacturer (2019-2024)
- 3.2 Global Wallpaper Revenue by Manufacturer (2019-2024)
- 3.3 Global Wallpaper Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)
  - 3.4.1 Producer Shipments of Wallpaper by Manufacturer Revenue (\$MM) and Market Share (%): 2023
  - 3.4.2 Top 3 Wallpaper Manufacturer Market Share in 2023
  - 3.4.2 Top 6 Wallpaper Manufacturer Market Share in 2023
- 3.5 Wallpaper Market: Overall Company Footprint Analysis
  - 3.5.1 Wallpaper Market: Region Footprint
  - 3.5.2 Wallpaper Market: Company Product Type Footprint
  - 3.5.3 Wallpaper 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 Wallpaper Market Size by Region
  - 4.1.1 Global Wallpaper Sales Quantity by Region (2019-2030)
  - 4.1.2 Global Wallpaper Consumption Value by Region (2019-2030)
  - 4.1.3 Global Wallpaper Average Price by Region (2019-2030)
- 4.2 North America Wallpaper Consumption Value (2019-2030)
- 4.3 Europe Wallpaper Consumption Value (2019-2030)
- 4.4 Asia-Pacific Wallpaper Consumption Value (2019-2030)
- 4.5 South America Wallpaper Consumption Value (2019-2030)
- 4.6 Middle East and Africa Wallpaper Consumption Value (2019-2030)

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

- 5.1 Global Wallpaper Sales Quantity by Type (2019-2030)
- 5.2 Global Wallpaper Consumption Value by Type (2019-2030)
- 5.3 Global Wallpaper Average Price by Type (2019-2030)

## **6 MARKET SEGMENT BY APPLICATION**

- 6.1 Global Wallpaper Sales Quantity by Application (2019-2030)
- 6.2 Global Wallpaper Consumption Value by Application (2019-2030)
- 6.3 Global Wallpaper Average Price by Application (2019-2030)

## **7 NORTH AMERICA**

- 7.1 North America Wallpaper Sales Quantity by Type (2019-2030)
- 7.2 North America Wallpaper Sales Quantity by Application (2019-2030)
- 7.3 North America Wallpaper Market Size by Country
  - 7.3.1 North America Wallpaper Sales Quantity by Country (2019-2030)
  - 7.3.2 North America Wallpaper Consumption Value by Country (2019-2030)
  - 7.3.3 United States Market Size and Forecast (2019-2030)
  - 7.3.4 Canada Market Size and Forecast (2019-2030)
  - 7.3.5 Mexico Market Size and Forecast (2019-2030)

## **8 EUROPE**

- 8.1 Europe Wallpaper Sales Quantity by Type (2019-2030)
- 8.2 Europe Wallpaper Sales Quantity by Application (2019-2030)
- 8.3 Europe Wallpaper Market Size by Country
  - 8.3.1 Europe Wallpaper Sales Quantity by Country (2019-2030)
  - 8.3.2 Europe Wallpaper Consumption Value by Country (2019-2030)
  - 8.3.3 Germany Market Size and Forecast (2019-2030)
  - 8.3.4 France Market Size and Forecast (2019-2030)
  - 8.3.5 United Kingdom Market Size and Forecast (2019-2030)
  - 8.3.6 Russia Market Size and Forecast (2019-2030)
  - 8.3.7 Italy Market Size and Forecast (2019-2030)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Wallpaper Sales Quantity by Type (2019-2030)
- 9.2 Asia-Pacific Wallpaper Sales Quantity by Application (2019-2030)
- 9.3 Asia-Pacific Wallpaper Market Size by Region
  - 9.3.1 Asia-Pacific Wallpaper Sales Quantity by Region (2019-2030)
  - 9.3.2 Asia-Pacific Wallpaper Consumption Value by Region (2019-2030)
  - 9.3.3 China Market Size and Forecast (2019-2030)

- 9.3.4 Japan Market Size and Forecast (2019-2030)
- 9.3.5 Korea Market Size and Forecast (2019-2030)
- 9.3.6 India Market Size and Forecast (2019-2030)
- 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)
- 9.3.8 Australia Market Size and Forecast (2019-2030)

## **10 SOUTH AMERICA**

- 10.1 South America Wallpaper Sales Quantity by Type (2019-2030)
- 10.2 South America Wallpaper Sales Quantity by Application (2019-2030)
- 10.3 South America Wallpaper Market Size by Country
  - 10.3.1 South America Wallpaper Sales Quantity by Country (2019-2030)
  - 10.3.2 South America Wallpaper Consumption Value by Country (2019-2030)
  - 10.3.3 Brazil Market Size and Forecast (2019-2030)
  - 10.3.4 Argentina Market Size and Forecast (2019-2030)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Wallpaper Sales Quantity by Type (2019-2030)
- 11.2 Middle East & Africa Wallpaper Sales Quantity by Application (2019-2030)
- 11.3 Middle East & Africa Wallpaper Market Size by Country
  - 11.3.1 Middle East & Africa Wallpaper Sales Quantity by Country (2019-2030)
  - 11.3.2 Middle East & Africa Wallpaper Consumption Value by Country (2019-2030)
  - 11.3.3 Turkey Market Size and Forecast (2019-2030)
  - 11.3.4 Egypt Market Size and Forecast (2019-2030)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)
  - 11.3.6 South Africa Market Size and Forecast (2019-2030)

## **12 MARKET DYNAMICS**

- 12.1 Wallpaper Market Drivers
- 12.2 Wallpaper Market Restraints
- 12.3 Wallpaper 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 Wallpaper and Key Manufacturers

13.2 Manufacturing Costs Percentage of Wallpaper

13.3 Wallpaper Production Process

13.4 Wallpaper Industrial Chain

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Wallpaper Typical Distributors

14.3 Wallpaper 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 Wallpaper Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Wallpaper Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. York Wallcoverings Basic Information, Manufacturing Base and Competitors

Table 4. York Wallcoverings Major Business

Table 5. York Wallcoverings Wallpaper Product and Services

Table 6. York Wallcoverings Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 7. York Wallcoverings Recent Developments/Updates

Table 8. Brewster Home Fashions Basic Information, Manufacturing Base and Competitors

Table 9. Brewster Home Fashions Major Business

Table 10. Brewster Home Fashions Wallpaper Product and Services

Table 11. Brewster Home Fashions Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 12. Brewster Home Fashions Recent Developments/Updates

Table 13. LSI Wallcovering Basic Information, Manufacturing Base and Competitors

Table 14. LSI Wallcovering Major Business

Table 15. LSI Wallcovering Wallpaper Product and Services

Table 16. LSI Wallcovering Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 17. LSI Wallcovering Recent Developments/Updates

Table 18. J.Josephson Basic Information, Manufacturing Base and Competitors

Table 19. J.Josephson Major Business

Table 20. J.Josephson Wallpaper Product and Services

Table 21. J.Josephson Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 22. J.Josephson Recent Developments/Updates

Table 23. Len-Tex Corporation Basic Information, Manufacturing Base and Competitors

Table 24. Len-Tex Corporation Major Business

Table 25. Len-Tex Corporation Wallpaper Product and Services

Table 26. Len-Tex Corporation Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 27. Len-Tex Corporation Recent Developments/Updates

Table 28. KOROSEAL Interior Products Basic Information, Manufacturing Base and Competitors

Table 29. KOROSEAL Interior Products Major Business

Table 30. KOROSEAL Interior Products Wallpaper Product and Services

Table 31. KOROSEAL Interior Products Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 32. KOROSEAL Interior Products Recent Developments/Updates

Table 33. F. Schumacher & Company Basic Information, Manufacturing Base and Competitors

Table 34. F. Schumacher & Company Major Business

Table 35. F. Schumacher & Company Wallpaper Product and Services

Table 36. F. Schumacher & Company Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 37. F. Schumacher & Company Recent Developments/Updates

Table 38. Wallquest Basic Information, Manufacturing Base and Competitors

Table 39. Wallquest Major Business

Table 40. Wallquest Wallpaper Product and Services

Table 41. Wallquest Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 42. Wallquest Recent Developments/Updates

Table 43. Fidelity Wallcoverings Basic Information, Manufacturing Base and Competitors

Table 44. Fidelity Wallcoverings Major Business

Table 45. Fidelity Wallcoverings Wallpaper Product and Services

Table 46. Fidelity Wallcoverings Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 47. Fidelity Wallcoverings Recent Developments/Updates

Table 48. Roysons Corporation Basic Information, Manufacturing Base and Competitors

Table 49. Roysons Corporation Major Business

Table 50. Roysons Corporation Wallpaper Product and Services

Table 51. Roysons Corporation Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 52. Roysons Corporation Recent Developments/Updates

Table 53. Walker Greenbank Basic Information, Manufacturing Base and Competitors

Table 54. Walker Greenbank Major Business

Table 55. Walker Greenbank Wallpaper Product and Services

Table 56. Walker Greenbank Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 57. Walker Greenbank Recent Developments/Updates



- Table 58. Johns Manville Basic Information, Manufacturing Base and Competitors
- Table 59. Johns Manville Major Business
- Table 60. Johns Manville Wallpaper Product and Services
- Table 61. Johns Manville Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 62. Johns Manville Recent Developments/Updates
- Table 63. Norwall Basic Information, Manufacturing Base and Competitors
- Table 64. Norwall Major Business
- Table 65. Norwall Wallpaper Product and Services
- Table 66. Norwall Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 67. Norwall Recent Developments/Updates
- Table 68. Graham & Brown Basic Information, Manufacturing Base and Competitors
- Table 69. Graham & Brown Major Business
- Table 70. Graham & Brown Wallpaper Product and Services
- Table 71. Graham & Brown Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 72. Graham & Brown Recent Developments/Updates
- Table 73. Asheu Basic Information, Manufacturing Base and Competitors
- Table 74. Asheu Major Business
- Table 75. Asheu Wallpaper Product and Services
- Table 76. Asheu Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 77. Asheu Recent Developments/Updates
- Table 78. Sangetsu Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 79. Sangetsu Co., Ltd. Major Business
- Table 80. Sangetsu Co., Ltd. Wallpaper Product and Services
- Table 81. Sangetsu Co., Ltd. Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 82. Sangetsu Co., Ltd. Recent Developments/Updates
- Table 83. A.S. Cr?ation Basic Information, Manufacturing Base and Competitors
- Table 84. A.S. Cr?ation Major Business
- Table 85. A.S. Cr?ation Wallpaper Product and Services
- Table 86. A.S. Cr?ation Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 87. A.S. Cr?ation Recent Developments/Updates
- Table 88. York Wallpapers Basic Information, Manufacturing Base and Competitors
- Table 89. York Wallpapers Major Business
- Table 90. York Wallpapers Wallpaper Product and Services

Table 91. York Wallpapers Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 92. York Wallpapers Recent Developments/Updates

Table 93. Lilycolor Basic Information, Manufacturing Base and Competitors

Table 94. Lilycolor Major Business

Table 95. Lilycolor Wallpaper Product and Services

Table 96. Lilycolor Wallpaper Sales Quantity (K Rolls), Average Price (US\$/Roll), Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 97. Lilycolor Recent Developments/Updates

Table 98. Global Wallpaper Sales Quantity by Manufacturer (2019-2024) & (K Rolls)

Table 99. Global Wallpaper Revenue by Manufacturer (2019-2024) & (USD Million)

Table 100. Global Wallpaper Average Price by Manufacturer (2019-2024) & (US\$/Roll)

Table 101. Market Position of Manufacturers in Wallpaper, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2023

Table 102. Head Office and Wallpaper Production Site of Key Manufacturer

Table 103. Wallpaper Market: Company Product Type Footprint

Table 104. Wallpaper Market: Company Product Application Footprint

Table 105. Wallpaper New Market Entrants and Barriers to Market Entry

Table 106. Wallpaper Mergers, Acquisition, Agreements, and Collaborations

Table 107. Global Wallpaper Sales Quantity by Region (2019-2024) & (K Rolls)

Table 108. Global Wallpaper Sales Quantity by Region (2025-2030) & (K Rolls)

Table 109. Global Wallpaper Consumption Value by Region (2019-2024) & (USD Million)

Table 110. Global Wallpaper Consumption Value by Region (2025-2030) & (USD Million)

Table 111. Global Wallpaper Average Price by Region (2019-2024) & (US\$/Roll)

Table 112. Global Wallpaper Average Price by Region (2025-2030) & (US\$/Roll)

Table 113. Global Wallpaper Sales Quantity by Type (2019-2024) & (K Rolls)

Table 114. Global Wallpaper Sales Quantity by Type (2025-2030) & (K Rolls)

Table 115. Global Wallpaper Consumption Value by Type (2019-2024) & (USD Million)

Table 116. Global Wallpaper Consumption Value by Type (2025-2030) & (USD Million)

Table 117. Global Wallpaper Average Price by Type (2019-2024) & (US\$/Roll)

Table 118. Global Wallpaper Average Price by Type (2025-2030) & (US\$/Roll)

Table 119. Global Wallpaper Sales Quantity by Application (2019-2024) & (K Rolls)

Table 120. Global Wallpaper Sales Quantity by Application (2025-2030) & (K Rolls)

Table 121. Global Wallpaper Consumption Value by Application (2019-2024) & (USD Million)

Table 122. Global Wallpaper Consumption Value by Application (2025-2030) & (USD Million)

Table 123. Global Wallpaper Average Price by Application (2019-2024) & (US\$/Roll)

Table 124. Global Wallpaper Average Price by Application (2025-2030) & (US\$/Roll)

Table 125. North America Wallpaper Sales Quantity by Type (2019-2024) & (K Rolls)

Table 126. North America Wallpaper Sales Quantity by Type (2025-2030) & (K Rolls)

Table 127. North America Wallpaper Sales Quantity by Application (2019-2024) & (K Rolls)

Table 128. North America Wallpaper Sales Quantity by Application (2025-2030) & (K Rolls)

Table 129. North America Wallpaper Sales Quantity by Country (2019-2024) & (K Rolls)

Table 130. North America Wallpaper Sales Quantity by Country (2025-2030) & (K Rolls)

Table 131. North America Wallpaper Consumption Value by Country (2019-2024) & (USD Million)

Table 132. North America Wallpaper Consumption Value by Country (2025-2030) & (USD Million)

Table 133. Europe Wallpaper Sales Quantity by Type (2019-2024) & (K Rolls)

Table 134. Europe Wallpaper Sales Quantity by Type (2025-2030) & (K Rolls)

Table 135. Europe Wallpaper Sales Quantity by Application (2019-2024) & (K Rolls)

Table 136. Europe Wallpaper Sales Quantity by Application (2025-2030) & (K Rolls)

Table 137. Europe Wallpaper Sales Quantity by Country (2019-2024) & (K Rolls)

Table 138. Europe Wallpaper Sales Quantity by Country (2025-2030) & (K Rolls)

Table 139. Europe Wallpaper Consumption Value by Country (2019-2024) & (USD Million)

Table 140. Europe Wallpaper Consumption Value by Country (2025-2030) & (USD Million)

Table 141. Asia-Pacific Wallpaper Sales Quantity by Type (2019-2024) & (K Rolls)

Table 142. Asia-Pacific Wallpaper Sales Quantity by Type (2025-2030) & (K Rolls)

Table 143. Asia-Pacific Wallpaper Sales Quantity by Application (2019-2024) & (K Rolls)

Table 144. Asia-Pacific Wallpaper Sales Quantity by Application (2025-2030) & (K Rolls)

Table 145. Asia-Pacific Wallpaper Sales Quantity by Region (2019-2024) & (K Rolls)

Table 146. Asia-Pacific Wallpaper Sales Quantity by Region (2025-2030) & (K Rolls)

Table 147. Asia-Pacific Wallpaper Consumption Value by Region (2019-2024) & (USD Million)

Table 148. Asia-Pacific Wallpaper Consumption Value by Region (2025-2030) & (USD Million)

Table 149. South America Wallpaper Sales Quantity by Type (2019-2024) & (K Rolls)

Table 150. South America Wallpaper Sales Quantity by Type (2025-2030) & (K Rolls)

Table 151. South America Wallpaper Sales Quantity by Application (2019-2024) & (K

Rolls)

Table 152. South America Wallpaper Sales Quantity by Application (2025-2030) & (K Rolls)

Table 153. South America Wallpaper Sales Quantity by Country (2019-2024) & (K Rolls)

Table 154. South America Wallpaper Sales Quantity by Country (2025-2030) & (K Rolls)

Table 155. South America Wallpaper Consumption Value by Country (2019-2024) & (USD Million)

Table 156. South America Wallpaper Consumption Value by Country (2025-2030) & (USD Million)

Table 157. Middle East & Africa Wallpaper Sales Quantity by Type (2019-2024) & (K Rolls)

Table 158. Middle East & Africa Wallpaper Sales Quantity by Type (2025-2030) & (K Rolls)

Table 159. Middle East & Africa Wallpaper Sales Quantity by Application (2019-2024) & (K Rolls)

Table 160. Middle East & Africa Wallpaper Sales Quantity by Application (2025-2030) & (K Rolls)

Table 161. Middle East & Africa Wallpaper Sales Quantity by Region (2019-2024) & (K Rolls)

Table 162. Middle East & Africa Wallpaper Sales Quantity by Region (2025-2030) & (K Rolls)

Table 163. Middle East & Africa Wallpaper Consumption Value by Region (2019-2024) & (USD Million)

Table 164. Middle East & Africa Wallpaper Consumption Value by Region (2025-2030) & (USD Million)

Table 165. Wallpaper Raw Material

Table 166. Key Manufacturers of Wallpaper Raw Materials

Table 167. Wallpaper Typical Distributors

Table 168. Wallpaper Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Wallpaper Picture

Figure 2. Global Wallpaper Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Wallpaper Consumption Value Market Share by Type in 2023

Figure 4. Vinyl-based Wallpaper Examples

Figure 5. Non-woven Wallpaper Examples

Figure 6. Pure Paper Type Wallpaper Examples

Figure 7. Fiber Type Wallpaper Examples

Figure 8. Global Wallpaper Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Figure 9. Global Wallpaper Consumption Value Market Share by Application in 2023

Figure 10. Entertainment Places Examples

Figure 11. Office Examples

Figure 12. Household Examples

Figure 13. Others Examples

Figure 14. Global Wallpaper Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 15. Global Wallpaper Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 16. Global Wallpaper Sales Quantity (2019-2030) & (K Rolls)

Figure 17. Global Wallpaper Average Price (2019-2030) & (US\$/Roll)

Figure 18. Global Wallpaper Sales Quantity Market Share by Manufacturer in 2023

Figure 19. Global Wallpaper Consumption Value Market Share by Manufacturer in 2023

Figure 20. Producer Shipments of Wallpaper by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2023

Figure 21. Top 3 Wallpaper Manufacturer (Consumption Value) Market Share in 2023

Figure 22. Top 6 Wallpaper Manufacturer (Consumption Value) Market Share in 2023

Figure 23. Global Wallpaper Sales Quantity Market Share by Region (2019-2030)

Figure 24. Global Wallpaper Consumption Value Market Share by Region (2019-2030)

Figure 25. North America Wallpaper Consumption Value (2019-2030) & (USD Million)

Figure 26. Europe Wallpaper Consumption Value (2019-2030) & (USD Million)

Figure 27. Asia-Pacific Wallpaper Consumption Value (2019-2030) & (USD Million)

Figure 28. South America Wallpaper Consumption Value (2019-2030) & (USD Million)

Figure 29. Middle East & Africa Wallpaper Consumption Value (2019-2030) & (USD Million)

Figure 30. Global Wallpaper Sales Quantity Market Share by Type (2019-2030)



Figure 31. Global Wallpaper Consumption Value Market Share by Type (2019-2030)

Figure 32. Global Wallpaper Average Price by Type (2019-2030) & (US\$/Roll)

Figure 33. Global Wallpaper Sales Quantity Market Share by Application (2019-2030)

Figure 34. Global Wallpaper Consumption Value Market Share by Application (2019-2030)

Figure 35. Global Wallpaper Average Price by Application (2019-2030) & (US\$/Roll)

Figure 36. North America Wallpaper Sales Quantity Market Share by Type (2019-2030)

Figure 37. North America Wallpaper Sales Quantity Market Share by Application (2019-2030)

Figure 38. North America Wallpaper Sales Quantity Market Share by Country (2019-2030)

Figure 39. North America Wallpaper Consumption Value Market Share by Country (2019-2030)

Figure 40. United States Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 41. Canada Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 42. Mexico Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 43. Europe Wallpaper Sales Quantity Market Share by Type (2019-2030)

Figure 44. Europe Wallpaper Sales Quantity Market Share by Application (2019-2030)

Figure 45. Europe Wallpaper Sales Quantity Market Share by Country (2019-2030)

Figure 46. Europe Wallpaper Consumption Value Market Share by Country (2019-2030)

Figure 47. Germany Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 48. France Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 49. United Kingdom Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 50. Russia Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 51. Italy Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 52. Asia-Pacific Wallpaper Sales Quantity Market Share by Type (2019-2030)

Figure 53. Asia-Pacific Wallpaper Sales Quantity Market Share by Application (2019-2030)

Figure 54. Asia-Pacific Wallpaper Sales Quantity Market Share by Region (2019-2030)

Figure 55. Asia-Pacific Wallpaper Consumption Value Market Share by Region (2019-2030)

Figure 56. China Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 57. Japan Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 58. Korea Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 59. India Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 60. Southeast Asia Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 61. Australia Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 62. South America Wallpaper Sales Quantity Market Share by Type (2019-2030)

Figure 63. South America Wallpaper Sales Quantity Market Share by Application (2019-2030)

Figure 64. South America Wallpaper Sales Quantity Market Share by Country (2019-2030)

Figure 65. South America Wallpaper Consumption Value Market Share by Country (2019-2030)

Figure 66. Brazil Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 67. Argentina Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 68. Middle East & Africa Wallpaper Sales Quantity Market Share by Type (2019-2030)

Figure 69. Middle East & Africa Wallpaper Sales Quantity Market Share by Application (2019-2030)

Figure 70. Middle East & Africa Wallpaper Sales Quantity Market Share by Region (2019-2030)

Figure 71. Middle East & Africa Wallpaper Consumption Value Market Share by Region (2019-2030)

Figure 72. Turkey Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 73. Egypt Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 74. Saudi Arabia Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

Figure 75. South Africa Wallpaper Consumption Value and Growth Rate (2019-2030) & (USD Million)

- Figure 76. Wallpaper Market Drivers
- Figure 77. Wallpaper Market Restraints
- Figure 78. Wallpaper Market Trends
- Figure 79. Porters Five Forces Analysis
- Figure 80. Manufacturing Cost Structure Analysis of Wallpaper in 2023
- Figure 81. Manufacturing Process Analysis of Wallpaper
- Figure 82. Wallpaper Industrial Chain
- Figure 83. Sales Quantity Channel: Direct to End-User vs Distributors
- Figure 84. Direct Channel Pros & Cons
- Figure 85. Indirect Channel Pros & Cons
- Figure 86. Methodology
- Figure 87. Research Process and Data Source



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