

Global Wallpaper Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Wallpaper market size was valued at US\$ 31880 million in 2024 and is forecast to a readjusted size of USD 37180 million by 2031 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%.

This report is a detailed and comprehensive analysis for global Wallpaper 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 Wallpaper market size and forecasts, in consumption value (\$ Million), sales

quantity (K Rolls), and average selling prices (US\$/Roll), 2020-2031

Global Wallpaper market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Rolls), and average selling prices (US\$/Roll), 2020-2031

Global Wallpaper market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Rolls), and average selling prices (US\$/Roll), 2020-2031

Global Wallpaper market shares of main players, shipments in revenue (\$ Million), sales quantity (K Rolls), and ASP (US\$/Roll), 2020-2025

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 Wallpaper

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 Wallpaper 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 York Wallcoverings, Brewster Home Fashions, LSI Wallcovering, J. Josephson, Len-Tex Corporation, KOROSEAL Interior Products, F. Schumacher & Company, Wallquest, Fidelity Wallcoverings, Roysons Corporation, etc.

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

Market Segmentation

Wallpaper market is split by Type and by Application. For the period 2020-2031, 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

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:

Global Wallpaper Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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 quantity, revenue, and global market share of Wallpaper from 2020 to 2025.

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 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Wallpaper market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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.

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