

Global Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper 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 Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper market size was valued at US\$ 60.30 million in 2025 and is forecast to a readjusted size of US\$ 91.94 million by 2032 with a CAGR of 6.1% during review period.

Wax-treated decorative Xuan paper and Chinese calligraphy paper refers to a group of processed art papers made from Xuan paper, sized Xuan paper, semi-sized Xuan paper, machine-made Xuan-like paper or Chinese calligraphy paper as the base sheet, then further treated through sizing, waxing, dyeing, gilding, metallic sprinkling, screen printing, roller printing, polishing, hand-finishing or semi-hand-painted decorative processes. The product combines the writing and painting functions of traditional Chinese paper with additional visual effects, surface control and cultural design features. Typical forms include wax-dyed shuxuan, decorative calligraphy sheets, Wan Nian Hong couplet paper, batik-style square sheets, antique-style scroll paper, powder-wax stationery paper and festival-themed creative paper products. Its product performance is determined by base paper quality, surface treatment formulation, ink absorption control, decorative pattern durability, color stability and the ability to serve calligraphy, Chinese painting, festival couplets, blessing-character sheets, gift stationery and cultural-creative applications.

From an industry perspective, wax-treated decorative Xuan paper is best understood as a processed-paper segment built on top of China's Xuan paper and calligraphy paper supply chain rather than as a stand-alone global paper industry. Its technical and

commercial value lies in the combination of base paper selection, surface sizing, waxing, dyeing, metallic decoration, pattern printing and ink-control performance. The premium end of the market uses genuine Xuan paper or high-quality sized Xuan paper for calligraphy, painting and exhibition-grade applications, while the volume end relies heavily on machine-made calligraphy paper, Wan Nian Hong couplet paper and decorative festival sheets. This distinction is essential because many products are marketed as “Xuan paper” in retail channels even when they are more accurately described as Chinese calligraphy paper or Xuan-style paper.

Demand is split between high-volume seasonal products and higher-margin creative papers. Wan Nian Hong couplet paper, blessing-character sheets and batik-style square papers provide the largest revenue base, while wax-dyed shuxuan, powder-wax stationery paper, decorative scroll paper and exhibition-grade calligraphy sheets support a smaller but more premium market. The industry’s growth outlook is supported by e-commerce, cultural-creative consumption, calligraphy education, festival customization and national-style design trends. However, the market also faces substitution from low-cost printed paper, product homogenization, confusion between genuine Xuan paper and ordinary calligraphy paper, and strong seasonality around the Lunar New Year consumption cycle.

This report is a detailed and comprehensive analysis for global Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sale Channel. 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 Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper market size and forecasts, by Type and by Sale Channel, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (US\$/Unit), 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 Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper
- 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 Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper 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 China Xuan Paper Co., Ltd., Anhui Yuchen Paper Co., Ltd., Jingxian Yixuange Xuan Paper Crafts Co., Ltd., Jingxian Wannianhong Xuan Paper Crafts Factory, Jingxian Baile Xuan Paper Crafts Co., Ltd., Anhui Jingxian Sanxing Paper Co., Ltd., Anhui Jingxian Zaiyantang Craft Factory, Anhui Jingxian Xingwenzhai Xuan Paper Craft Factory, Jingxian Bowen Xuan Paper Craft Factory, Anhui Jingxian Yixiange Xuan Paper Crafts Co., Ltd., etc.

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

Market Segmentation

Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper market is split by Type and by Sale Channel. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by

Sale Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Handmade Batik Rice Paper

Machine Batik Rice Paper

Market segment by Base Paper

Sized Xuan Paper Base

Semi-sized Xuan Paper Base

Other

Market segment by Market Positioning

Premium Handmade Grade

Studio Creation Grade

Education and Practice Grade

Other

Market segment by Sale Channel

Online Sales

Offline Sales

Major players covered

China Xuan Paper Co., Ltd.

Anhui Yuchen Paper Co., Ltd.

Jingxian Yixuange Xuan Paper Crafts Co., Ltd.

Jingxian Wannianhong Xuan Paper Crafts Factory

Jingxian Baile Xuan Paper Crafts Co., Ltd.

Anhui Jingxian Sanxing Paper Co., Ltd.

Anhui Jingxian Zaiyuantang Craft Factory

Anhui Jingxian Xingwenzhai Xuan Paper Craft Factory

Jingxian Bowen Xuan Paper Craft Factory

Anhui Jingxian Yixiange Xuan Paper Crafts Co., Ltd.

Anhui Caoshi Xuan Paper Co., Ltd.

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 Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper, with price, sales quantity, revenue, and global market share of Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper from 2021 to 2026.

Chapter 3, the Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper 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 Sale Channel, with sales market share and growth rate by Type, by Sale Channel, 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 Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper market forecast, by regions, by Type, and by Sale Channel, 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 Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper.

Chapter 14 and 15, to describe Wax-treated Decorative Xuan Paper and Chinese Calligraphy Paper sales channel, distributors, customers, research findings and conclusion.

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