

Global Household 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 Household Wallpaper market size was valued at US\$ 5812 million in 2024 and is forecast to a readjusted size of USD 7981 million by 2031 with a CAGR of 4.7% during review period.

Wallpaper is a material used in interior decoration to decorate the interior walls of domestic and public buildings. It is usually sold in rolls and is applied onto a wall using wallpaper paste.

Asia-Pacific is the largest consumption region of Household Wallpaper, with a consumption market share nearly 52.15% in 2019. The second place is Europe; following Asia-Pacific with the consumption market share over 24.31% in 2019. The market is not only influenced by the price, but also influenced by the product performance. The leading companies own the advantages on better performance, more abundant product's types, better technical and impeccable after-sales service.

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

Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

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

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

Global Household Wallpaper market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 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 Household Wallpaper
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Household 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 Sangetsu Co., Ltd., Did Wallcoverings, A.S. Cr?ation, Lilycolor, Erismann, Lg Hausys, J.Josephson, Shin Han Wall Covering, Gaenari Wallpaper, Brewster Home Fashions, etc.

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

Market Segmentation

Household 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

Pure Paper Type Wallpaper

Non-woven Wallpaper

Fiber Type Wallpaper

Market segment by Application

Entertainment Places

Office

Household

Others

Major players covered

Sangetsu Co., Ltd.

Did Wallcoverings

A.S. Cr?ation

Lilycolor

Erismann

Lg Hausys

J.Josephson

Shin Han Wall Covering

Gaenari Wallpaper

Brewster Home Fashions

Graham & Brown

Grandeco Wallfashion

Marburg

F. Schumacher & Company

Vinil

York Wallpapers

Beitai Wallpaper

Wallife

Len-Tex Corporation

Anysa

Palitra

Walker Greenbank Group

Wellmax Wallcovering

Osborne & Little

Zhejiang Kexiang Wallpaper Manufacturing

Zambaiti Parati

Moscow Wallpaper Factory

Adawal

Market segment by region, regional analysis covers

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

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

Chapter 2, to profile the top manufacturers of Household Wallpaper, with price, sales quantity, revenue, and global market share of Household Wallpaper from 2020 to 2025.

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

Chapter 4, the Household 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 Household 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 Household Wallpaper.

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

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