

Wall Covering Market Report by Product Type (Wall Panel, Wall Paper, Tile, Metal Wall Covering, and Others), Printing Type (Digital, Traditional), Application (New Construction, Renovation), End User (Commercial, Residential), and Region 2024-2032

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Abstracts

The global wall covering market size reached US\$ 37.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 53.5 Billion by 2032, exhibiting a growth rate (CAGR) of 3.8% during 2024-2032.

Wall coverings refer to a range of flexible textured fabrics or wallpaper sheets that are applied on vertical surfaces to cover, protect, and decorate the interior space of a building. They encompass backing, ground coating, ink, solid paper, and layers of vinyl as traditional raw materials that are later printed, pre-pasted and laminated on a solid plastic decorative surface. Wall coverings help in withstanding scribbles or scratches caused by furniture, adding textures in residential areas, hiding imperfections, reducing the risk of mold, and enhancing the overall aesthetics of the space. Apart from this, wall coverings are non-toxic, cost-effective, easy to install, require less maintenance, moisture, chemical, and fire-resistant, and can be employed permanently or semi-permanently based on individual preferences. As a result, they are used across several residential and commercial complexes, including lobbies, malls, educational institutions, and offices.

Wall Covering Market Trends:

Extensive investments in infrastructural projects and the ongoing construction of various residential and non-residential complexes have intensified the adoption of wall coverings to protect interiors from moisture and stains. This is further influenced by the considerable expansion in the construction industry and the shifting consumer

inclination toward visually appealing interior and exterior wall designs. Additionally, the advent of graphic design and new wall covering production facilities and the uptake of digital printing technologies to print textiles in diverse textures are acting as another growth-inducing factor. Moreover, the rising usage of premium wall coverings with high-quality finishes in the kitchen, shower enclosure, and bathroom is supporting the market growth. Apart from this, the composition of insulated wall panels to offer superior insulation and strategic collaborations amongst key players to launch innovative product variants in various colors, patterns, sizes, and materials to meet evolving consumer preferences are creating a positive outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global wall covering market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product type, printing type, application and end user.

Breakup by Product Type:

- Wall Panel
- Wall Paper
- Vinyl Wallpaper
- Non-woven Wallpaper
- Paper-based Wallpaper
- Fabric Wallpaper
- Others
- Tile
- Metal Wall Covering
- Others

Breakup by Printing Type:

- Digital
- Traditional

Breakup by Application:

- New Construction
- Renovation

Breakup by End User:

Commercial
Residential

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being A.S. Creation Tapeten AG, Ahlstrom-Munksjö Oyj, Architonic, Asian Paints Ltd, Brewster Home Fashion, F. Schumacher & Co., Grandeco Wallfashion Group, J. Josephson Inc., Osborne & Little, Saint-Gobain, Sanderson Design Group and York Wallcoverings Inc.

Key Questions Answered in This Report

1. What was the size of the global wall covering market in 2023?
2. What is the expected growth rate of the global wall covering market during 2024-2032?
3. What are the key factors driving the global wall covering market?
4. What has been the impact of COVID-19 on the global wall covering market?
5. What is the breakup of the global wall covering market based on the product type?
6. What is the breakup of the global wall covering market based on the printing type?
7. What is the breakup of the global wall covering market based on the application?
8. What is the breakup of the global wall covering market based on the end user?
9. What are the key regions in the global wall covering market?
10. Who are the key players/companies in the global wall covering market?

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