

Global Drywall Plug Market Growth 2026-2032

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Abstracts

The global Drywall Plug market size is predicted to grow from US\$ 812 million in 2025 to US\$ 1123 million in 2032; it is expected to grow at a CAGR of 4.8% from 2026 to 2032.

Drywall plugs, the most commonly used 'invisible load-bearing points' in lightweight walls and hollow partitions, offer core value by addressing the shortcomings of traditional wood screws directly into drywall, such as insufficient pull-out strength, damaged holes after repeated disassembly and reassembly, the inability of lightweight walls to withstand hanging loads, and the highly unstable anchoring performance across different board materials and insulation layer structures. In apartment renovations, hotel rooms, office partitions, and home decoration, TV mounts, cabinet brackets, bathroom fixtures, rails, and lighting fixtures are often fixed to gypsum board only 12.5 mm thick. If relying solely on 'self-tapping screws + bare holes,' concentrated stress, moisture, or vibration can easily lead to cracking, falling, or even injury. In European projects that extensively use light steel frames and double-layer board structures, the same wall often involves multiple superimposed substrates such as cavities, insulation cotton, and metal frames, making it difficult for traditional expansion anchors to balance assembly efficiency and predictable load-bearing capacity. Drywall plugs, through expansion/locking claw/flip structures designed for gypsum board and lightweight substrates, create a larger load-bearing area and mechanical locking behind the board. This provides repeatable and calculable load-bearing capacity without damaging the board surface, giving 'hanging heavy objects on lightweight walls' an engineering-verifiable safety margin. They are also compatible with screw specifications, installation tools, and standardized testing systems (such as ETA certification), becoming a key component connecting 'decorative layer – lightweight wall – functional components' in interior design systems. In 2025, global sales of drywall plugs across various application scenarios are approximately 43.7 billion pieces, with an average unit price of approximately USD 0.018–0.026 per piece based on engineering/channel procurement,

and a gross profit margin of approximately 22%–30%. Drywall plugs typically consist of a body made of engineering plastic such as nylon or polypropylene, partial metal inserts (for heavy-duty/hollow wall applications), matching self-tapping or wood screws, and retail packaging. Typical structures include cross or four-wing expansion ribs, anti-rotation features, hollow or solid plug bodies, internal threads/self-tapping guide sections, and anti-rotation designs. Some hollow wall anchors include metal flaps or metal sleeves. General parameters are: applicable board thickness 9.5–25 mm, recommended drilling diameter 6–14 mm, standard single-point allowable pull-out load 0.1–0.4 kN (for ordinary nylon plugs, single-layer board), heavy-duty hollow wall anchors can reach 0.6–1.2 kN (depending on the ETA report and installation conditions); common materials are PA6/PA6.6, PP, or zinc alloy, with a temperature resistance of ?20~+80 ?, and some products have passed fire resistance/low smoke toxicity tests.

Supply Situation

Upstream raw materials and key components mainly include engineering plastic granules (nylon PA6/PA66, PP, etc.), anti-aging and flame-retardant additives, carbon steel/stainless steel wire (for screws and heavy-duty anchors), galvanizing/Dacromet surface treatment agents, and retail/engineering packaging materials. The cost of raw materials and injection molding/cold heading/surface treatment accounts for approximately 58%-70% of the total cost, with fluctuations in the price of engineering plastics and steel having the greatest impact on overall costs. Typical upstream suppliers include BASF, SABIC, and Covestro for nylon and engineering plastics, ArcelorMittal for wire and steel, and Henkel for structural adhesives and surface treatment-related products.

Manufacturer Characteristics

Fischer, Hilti, and Rawlplug have been deeply rooted in the European engineering channel for many years, possessing a large number of heavy-duty anchors and drywall anchoring solutions certified by ETA; Simpson Strong-Tie, Cobra, and Toggler have high coverage in the North American retail and contractor channels, excelling in product line breadth and ease of installation; Fischer, ESSVE, and Sympafix have high penetration rates in wood and light steel frame residential projects in Northern and Central Europe.

Case Study

In 2024, a large Nordic home improvement chain required products to be ETA certified for substrates such as drywall and meet corresponding pull-out load ratings. Toggler and Cobra were both shortlisted with their ETA-certified hollow wall anchors and multi-functional drywall plug series, with some specifications designated as recommended anchoring components for TV mounts and kitchen cabinet systems. The cumulative purchase volume over three years is expected to exceed 120 million pieces, significantly amplifying brand exposure and engineering recognition for the shortlisted brands in the local DIY channel and contractor market.

Applications

Drywall plugs are widely used in various lightweight wall applications, including residential interior decoration, apartments and hotel rooms, office partitions and ceilings, retail and restaurant renovations, school and medical building interior wall decoration, and warehousing and display system installations. They are one of the fundamental components for safely hanging components on 'non-structural layers' such as drywall, fiber cement boards, and lightweight blocks. Typical downstream customers include large DIY/building materials retailers and engineering channel partners, such as Home Depot, Lowe's, B&Q, Leroy Merlin, and OBI. They provide gypsum board anchoring solutions with varying load capacities and application scenarios to end consumers and renovation contractors through a combination of private label and international brands. Manufacturers need to develop complete solutions for lightweight wall applications, including gypsum board anchors (with different load capacities + matching screws + installation instructions), incorporating European certifications such as ETA/CE and clear load-bearing data. This allows them to become the specified material for high-end renovation projects, public building projects, and branded home improvement companies, upgrading from 'penny-priced loose parts' to 'premium-priced standard engineering components.'

Technological Trends

Technological upgrades focus on three main areas: First, structural and material optimization, evolving towards 'higher load capacity + less damage.' This is achieved through multi-point expansion ribs, anti-tooth locking, and integrated metal core designs, allowing for higher tensile and shear load capacities even with small hole diameters. Simultaneously, high-toughness, aging-resistant modified PA/PP materials are being developed to improve long-term stability. Second, systematization and standardization. Drywall plugs are no longer sold as 'loose parts,' but as system packages including 'anchor + screws + installation instructions/tools.' The packaging

clearly indicates applicable board thickness, substrate type, maximum safe load, and installation conditions corresponding to the ETA report, allowing downstream installers to quickly select the appropriate product and reduce the risk of misuse. Third, the combination of certification and digital selection tools. Especially in the European market, more and more products are applying for ETA (European Technical Assessment) and CE marking for gypsum board and hollow wall applications, corresponding to specific load categories and substrate thicknesses. This, combined with online selection software and BIM component libraries, allows designers to select compliant anchoring solutions early in the design process.

Market Influencing Factors

The growth of the drywall plug market is driven by two main factors. Firstly, the trend towards 'lightweight and prefabricated interior construction': the proportion of gypsum board and lightweight partitions in residential and commercial buildings in Europe and North America continues to increase, and some Asian countries are also rapidly adopting light steel frame + gypsum board systems in refined decoration and prefabricated buildings. This makes 'hanging heavy objects on non-load-bearing lightweight walls' a common requirement, thus driving the upgrade of drywall plugs from low-priced, unbranded consumables to standardized products with clear load-bearing capacities and brand endorsements. Secondly, safety and compliance factors are gradually becoming important variables driving the demand for mid-to-high-end products – the EU, through the ETA/ETAG/EAD system and CPR (Construction Products Regulation), provides a unified framework for the performance evaluation of anchors and fasteners on concrete, masonry, and even some lightweight panels. Drywall plugs with ETA reports are increasingly specified for use in public buildings, hotels, schools, and projects sensitive to safety responsibilities, driving brands with testing and certification capabilities to gain premium pricing and market share. At the same time, the home improvement and small project channels still have a large number of low-priced, uncertified products. Price-sensitive end-users and small contractors still tend to choose the lowest-cost options, resulting in a highly fragmented and competitive mid-to-low-end market. On the raw materials side, fluctuations in nylon/PP prices, steel prices, and surface treatment chemical prices directly affect product gross margins, while the centralized procurement and private label strategies of large retailers and engineering channels further compress the bargaining power of brand manufacturers. Overall, the drywall plug market is exhibiting a dual-track pattern: 'the engineering and public building sectors are concentrating on mid-to-high-end products driven by ETA/CE and other certifications, while the home improvement retail sector remains highly fragmented and price-competitive.' In the long term, against the backdrop of lightweight

interior construction, prefabricated installations, refined decoration delivery, and increasingly stringent regulations, manufacturers with systematic solutions, comprehensive testing and certification, and brand influence are expected to continuously increase their market share in the engineering and high-end channels.

LP Information, Inc. (LPI) ' newest research report, the “Drywall Plug Industry Forecast” looks at past sales and reviews total world Drywall Plug sales in 2025, providing a comprehensive analysis by region and market sector of projected Drywall Plug sales for 2026 through 2032. With Drywall Plug sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Drywall Plug industry.

This Insight Report provides a comprehensive analysis of the global Drywall Plug landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Drywall Plug portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Drywall Plug market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Drywall Plug and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Drywall Plug.

This report presents a comprehensive overview, market shares, and growth opportunities of Drywall Plug market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Plastic Expansion Drywall Plugs

Threaded Drywall Plugs

Metal Hollow-Wall Plugs

Toggler Drywall Plug

Segmentation by Length:

25mm

30mm

Others

Segmentation by Screw Size:

#6

#8

#10

Segmentation by Application:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Coleman

MSR

Big Agnes

Sierra Designs

NEMO

Vargo

Sea To Summit

Swiss Piranha

Outwell

Hilleberg

Eurmax

All One Tech

Orange Screw

TOAKS

FANBX

AnyGear

Coghlan's

Alpkit

Key Questions Addressed in this Report

What is the 10-year outlook for the global Drywall Plug market?

What factors are driving Drywall Plug market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Drywall Plug market opportunities vary by end market size?

How does Drywall Plug break out by Type, by Application?

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