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Global Non-woven Wallpaper Substrate Market Growth 2026-2032

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Abstracts

The global Non-woven Wallpaper Substrate market size is predicted to grow from US$ 228 million in 2025 to US$ 331 million in 2032; it is expected to grow at a CAGR of 5.5% from 2026 to 2032.

Non-woven Wallpaper Substrate is a specialty non-woven web used as the backing layer for non-woven wallcoverings. It is typically produced by a wet-laid non-woven process from refined wood pulp blended with synthetic fibers, plus mineral fillers and latex binders, then calendered and optionally pigment-coated to give a smooth, dimensionally stable, breathable and tear-resistant sheet.

Upstream, the product depends mainly on bleached hardwood/softwood kraft pulp, short-cut synthetic fibers, latex binders, and pigments/fillers used in coating and pre-pigmentation; these raw materials are sourced from global pulp & paper, chemical and fiber suppliers. Non-woven Wallpaper Substrate is formed on specialty decor paper or non-woven machines, then sold in jumbo reels to wallpaper converters. Downstream, converters apply primers, multi-layer pigment coatings, embossing and printing, then slit and package rolls for residential renovation, commercial/hospitality interiors and digital murals.

In 2024, global sales of Non-woven Wallpaper Substrate reached approximately 179 K tons, with an average global market price of around US$1,231/ton. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 15% to 25%.

United States market for Non-woven Wallpaper Substrate is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

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China market for Non-woven Wallpaper Substrate is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Non-woven Wallpaper Substrate is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Non-woven Wallpaper Substrate players cover Glatfelter, Ahlstrom, Neu Kaliss Spezialpapier, Monadnock Paper Mills, K?MMERER, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Non-woven Wallpaper Substrate 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 Non-woven Wallpaper Substrate portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Non-woven Wallpaper Substrate market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Non-woven Wallpaper Substrate 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 Non-woven Wallpaper Substrate.

This report presents a comprehensive overview, market shares, and growth

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opportunities of Non-woven Wallpaper Substrate market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

Cellulosic

Cellulose–Synthetic Blend

Glass-Fiber Reinforced

Other

Segmentation by Fiber:

Staple Fiber Type

Long Fiber Type

Other

Segmentation by Surface Treatment:

Uncoated

Coated

Segmentation by Application:

Residential

Commercial

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Public-building

Other

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

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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.

Glatfelter

Ahlstrom

Neu Kaliss Spezialpapier

Monadnock Paper Mills

K?MMERER

Felix Schoeller

Qifeng New Material

Shandong Lunan New Materials

Zhejiang Jinchang Specialty Paper

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Shijiazhuang Tianjinsheng Non-woven Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Non-woven Wallpaper Substrate market?

What factors are driving Non-woven Wallpaper Substrate market growth, globally and by region?

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

How do Non-woven Wallpaper Substrate market opportunities vary by end market size?

How does Non-woven Wallpaper Substrate break out by Type, by Application?

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