

Global PVC Coated Wallpaper Base Paper Market Growth 2026-2032

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Abstracts

The global PVC Coated Wallpaper Base Paper market size is predicted to grow from US\$ 313 million in 2025 to US\$ 449 million in 2032; it is expected to grow at a CAGR of 5.4% from 2026 to 2032.

PVC Coated Wallpaper Base Paper is a specialty paper substrate engineered to serve as the backing or carrier for PVC-coated wallpapers. In this construction, a relatively strong, well-formed paper sheet is combined with a surface layer of polyvinyl chloride (PVC) applied by coating, foaming or lamination, creating wallcoverings that are durable, moisture-resistant and easy to clean. The base paper provides dimensional stability, opacity, porosity and surface smoothness, while the PVC layer contributes washability, stain resistance and decorative effects; together they form typical ?vinyl/PVC wallpapers? widely used in residential and commercial interiors.

Upstream, PVC coated wallpaper base paper is produced from refined wood pulp sometimes blended with mechanical pulp, synthetic or textile fibres to fine-tune strength and dimensional stability. Internal sizing agents, wet-strength resins and mineral fillers such as calcium carbonate or kaolin are added to achieve the desired porosity, stiffness and opacity. The sheet is made on d?cor or specialty paper machines and may be surface-sized or pre-coated with pigment or primer to optimise ink hold-out and adhesion of the subsequent PVC layer. Parallel upstream suppliers provide PVC resins, plasticisers, stabilisers, blowing agents, pigments and rheology modifiers used to formulate the PVC coating or foam that will be applied onto the base paper.

Downstream, converters take PVC coated wallpaper base paper and apply one or more PVC-based coatings using gravure, knife-over-roll or other coating technologies, followed by drying, foaming, embossing and printing to create flat or expanded vinyl

wallcoverings. The finished products are slit and wound into rolls supplied to the market as residential-grade and contract-grade PVC wallpapers. Because this system combines a cost-efficient paper core with a robust, scrub-resistant plastic surface, PVC-coated wallpapers are widely specified for living rooms, bedrooms, corridors, kitchens and bathrooms, as well as for hotels, offices, healthcare facilities and retail spaces where cleanability and abrasion resistance are critical but full fabric-backed contract vinyl is not always necessary.

In 2024, global sales of PVC Coated Wallpaper Base Paper reached approximately 188 K tons, with an average global market price of around US\$1,620/ton. Production capacity varies significantly among manufacturers, with gross profit margins ranging from approximately 15% to 25%.

PVC coated wallpaper base paper is positioned upstream in a wallcovering value chain where PVC coated wallpapers remain a leading choice across many regions and applications. Ongoing residential refurbishment, upgrades of existing building stock and periodic refresh cycles in commercial interiors support stable demand for wallcoverings that offer abrasion resistance, stain resistance and moisture tolerance, which in turn underpins a solid base of demand for PVC coated wallpaper substrates. Compared with paint or rigid panels, PVC wallcoverings strike a balanced combination of graphic versatility, installation convenience and lifecycle maintenance costs, so they continue to be specified in hotels, offices, retail environments, healthcare and education facilities where surfaces are heavily used and frequently cleaned.

From a drivers perspective, the core value of PVC coated wallpaper base paper lies in enabling downstream products to deliver scrub resistance and contamination resistance while controlling dimensional stability and handling. Compared with traditional paper-only or some textile backings, PVC coated systems are better suited to corridors, kitchens, bathrooms and high-traffic commercial spaces that require resistance to soiling and intensive cleaning; this places higher demands on base paper strength, pore structure and surface formation, favouring manufacturers with strong process know-how and quality consistency. As digital printing, customization and project-based design drive expectations for pattern variety and batch consistency, PVC coated wallpaper base papers that are compatible with inkjet and UV-curable technologies are emerging as a growth niche, pushing producers to refine formulations and surface treatments to improve coating, foaming and embossing response.

At the same time, this segment faces sustained pressure from environmental concerns and competing substrates. On one side, scrutiny of PVC's lifecycle, indoor air quality

and volatile emissions is encouraging some residential and contract projects to trial PVC-free wallcoverings, low-emission coatings and recyclable or bio-based fibre backings; leading suppliers are reacting with lower-odour, lower-migration PVC formulations and more recyclable paper structures to mitigate those concerns. On the other side, non-woven wallpaper bases and other advanced substrates are growing rapidly thanks to their dimensional stability and ease of dry stripping, but this trend is leading more to product differentiation and application segmentation than to a simple one-for-one replacement of PVC systems. Overall, PVC coated wallpaper base paper is expected to maintain a significant role in residential and many commercial interiors on the strength of its performance?cost balance, while evolving gradually toward more sustainable chemistries, better digital print compatibility and higher functional specification.

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

This Insight Report provides a comprehensive analysis of the global PVC Coated Wallpaper Base Paper 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 PVC Coated Wallpaper Base Paper portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global PVC Coated Wallpaper Base Paper market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for PVC Coated Wallpaper Base Paper 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 PVC Coated Wallpaper Base Paper.

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

opportunities of PVC Coated Wallpaper Base Paper market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

80g/?

90g/?

Other

Segmentation by Internal Treatment:

Standard Cellulosic

Latex-Saturated

Reinforced Fiber

Other

Segmentation by Surface Treatment:

Uncoated

Pigment-Precoated

Primer-Prepared

Segmentation by Application:

Residential

Commercial

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

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.

Stora Enso

Qifeng New Material

Hankuk Paper

K?MMERER

Nippon Paper Group

Zhejiang Winbon New Materials

Key Questions Addressed in this Report

What is the 10-year outlook for the global PVC Coated Wallpaper Base Paper market?

What factors are driving PVC Coated Wallpaper Base Paper market growth, globally and by region?

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

How do PVC Coated Wallpaper Base Paper market opportunities vary by end market size?

How does PVC Coated Wallpaper Base Paper break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global PVC Coated Wallpaper Base Paper Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for PVC Coated Wallpaper Base Paper by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for PVC Coated Wallpaper Base Paper by Country/Region, 2021, 2025 & 2032
- 2.2 PVC Coated Wallpaper Base Paper Segment by Type
 - 2.2.1 80g/?
 - 2.2.2 90g/?
 - 2.2.3 Other
 - 2.2.4 PVC Coated Wallpaper Base Paper Sales by Type
 - 2.2.4.1 Global PVC Coated Wallpaper Base Paper Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global PVC Coated Wallpaper Base Paper Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global PVC Coated Wallpaper Base Paper Sale Price by Type (2021-2026)
- 2.3 PVC Coated Wallpaper Base Paper Segment by Internal Treatment
 - 2.3.1 Standard Cellulosic
 - 2.3.2 Latex-Saturated
 - 2.3.3 Reinforced Fiber
 - 2.3.4 Other
 - 2.3.5 PVC Coated Wallpaper Base Paper Sales by Internal Treatment
 - 2.3.5.1 Global PVC Coated Wallpaper Base Paper Sales Market Share by Internal Treatment (2021-2026)

2.3.5.2 Global PVC Coated Wallpaper Base Paper Revenue and Market Share by Internal Treatment (2021-2026)

2.3.5.3 Global PVC Coated Wallpaper Base Paper Sale Price by Internal Treatment (2021-2026)

2.4 PVC Coated Wallpaper Base Paper Segment by Surface Treatment

2.4.1 Uncoated

2.4.2 Pigment-Precoated

2.4.3 Primer-Prepared

2.4.4 PVC Coated Wallpaper Base Paper Sales by Surface Treatment

2.4.4.1 Global PVC Coated Wallpaper Base Paper Sales Market Share by Surface Treatment (2021-2026)

2.4.4.2 Global PVC Coated Wallpaper Base Paper Revenue and Market Share by Surface Treatment (2021-2026)

2.4.4.3 Global PVC Coated Wallpaper Base Paper Sale Price by Surface Treatment (2021-2026)

2.5 PVC Coated Wallpaper Base Paper Segment by Application

2.5.1 Residential

2.5.2 Commercial

2.5.3 Other

2.5.4 PVC Coated Wallpaper Base Paper Sales by Application

2.5.4.1 Global PVC Coated Wallpaper Base Paper Sale Market Share by Application (2021-2026)

2.5.4.2 Global PVC Coated Wallpaper Base Paper Revenue and Market Share by Application (2021-2026)

2.5.4.3 Global PVC Coated Wallpaper Base Paper Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global PVC Coated Wallpaper Base Paper Breakdown Data by Company

3.1.1 Global PVC Coated Wallpaper Base Paper Annual Sales by Company (2021-2026)

3.1.2 Global PVC Coated Wallpaper Base Paper Sales Market Share by Company (2021-2026)

3.2 Global PVC Coated Wallpaper Base Paper Annual Revenue by Company (2021-2026)

3.2.1 Global PVC Coated Wallpaper Base Paper Revenue by Company (2021-2026)

3.2.2 Global PVC Coated Wallpaper Base Paper Revenue Market Share by Company (2021-2026)

3.3 Global PVC Coated Wallpaper Base Paper Sale Price by Company

3.4 Key Manufacturers PVC Coated Wallpaper Base Paper Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers PVC Coated Wallpaper Base Paper Product Location Distribution

3.4.2 Players PVC Coated Wallpaper Base Paper Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR PVC COATED WALLPAPER BASE PAPER BY GEOGRAPHIC REGION

4.1 World Historic PVC Coated Wallpaper Base Paper Market Size by Geographic Region (2021-2026)

4.1.1 Global PVC Coated Wallpaper Base Paper Annual Sales by Geographic Region (2021-2026)

4.1.2 Global PVC Coated Wallpaper Base Paper Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic PVC Coated Wallpaper Base Paper Market Size by Country/Region (2021-2026)

4.2.1 Global PVC Coated Wallpaper Base Paper Annual Sales by Country/Region (2021-2026)

4.2.2 Global PVC Coated Wallpaper Base Paper Annual Revenue by Country/Region (2021-2026)

4.3 Americas PVC Coated Wallpaper Base Paper Sales Growth

4.4 APAC PVC Coated Wallpaper Base Paper Sales Growth

4.5 Europe PVC Coated Wallpaper Base Paper Sales Growth

4.6 Middle East & Africa PVC Coated Wallpaper Base Paper Sales Growth

5 AMERICAS

5.1 Americas PVC Coated Wallpaper Base Paper Sales by Country

5.1.1 Americas PVC Coated Wallpaper Base Paper Sales by Country (2021-2026)

5.1.2 Americas PVC Coated Wallpaper Base Paper Revenue by Country (2021-2026)

5.2 Americas PVC Coated Wallpaper Base Paper Sales by Type (2021-2026)

5.3 Americas PVC Coated Wallpaper Base Paper Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC PVC Coated Wallpaper Base Paper Sales by Region

6.1.1 APAC PVC Coated Wallpaper Base Paper Sales by Region (2021-2026)

6.1.2 APAC PVC Coated Wallpaper Base Paper Revenue by Region (2021-2026)

6.2 APAC PVC Coated Wallpaper Base Paper Sales by Type (2021-2026)

6.3 APAC PVC Coated Wallpaper Base Paper Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe PVC Coated Wallpaper Base Paper by Country

7.1.1 Europe PVC Coated Wallpaper Base Paper Sales by Country (2021-2026)

7.1.2 Europe PVC Coated Wallpaper Base Paper Revenue by Country (2021-2026)

7.2 Europe PVC Coated Wallpaper Base Paper Sales by Type (2021-2026)

7.3 Europe PVC Coated Wallpaper Base Paper Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa PVC Coated Wallpaper Base Paper by Country

8.1.1 Middle East & Africa PVC Coated Wallpaper Base Paper Sales by Country (2021-2026)

8.1.2 Middle East & Africa PVC Coated Wallpaper Base Paper Revenue by Country

(2021-2026)

8.2 Middle East & Africa PVC Coated Wallpaper Base Paper Sales by Type

(2021-2026)

8.3 Middle East & Africa PVC Coated Wallpaper Base Paper Sales by Application

(2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of PVC Coated Wallpaper Base Paper

10.3 Manufacturing Process Analysis of PVC Coated Wallpaper Base Paper

10.4 Industry Chain Structure of PVC Coated Wallpaper Base Paper

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 PVC Coated Wallpaper Base Paper Distributors

11.3 PVC Coated Wallpaper Base Paper Customer

12 WORLD FORECAST REVIEW FOR PVC COATED WALLPAPER BASE PAPER BY GEOGRAPHIC REGION

12.1 Global PVC Coated Wallpaper Base Paper Market Size Forecast by Region

12.1.1 Global PVC Coated Wallpaper Base Paper Forecast by Region (2027-2032)

12.1.2 Global PVC Coated Wallpaper Base Paper Annual Revenue Forecast by Region (2027-2032)

- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global PVC Coated Wallpaper Base Paper Forecast by Type (2027-2032)
- 12.7 Global PVC Coated Wallpaper Base Paper Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Stora Enso

- 13.1.1 Stora Enso Company Information
- 13.1.2 Stora Enso PVC Coated Wallpaper Base Paper Product Portfolios and Specifications
- 13.1.3 Stora Enso PVC Coated Wallpaper Base Paper Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.1.4 Stora Enso Main Business Overview
- 13.1.5 Stora Enso Latest Developments

13.2 Qifeng New Material

- 13.2.1 Qifeng New Material Company Information
- 13.2.2 Qifeng New Material PVC Coated Wallpaper Base Paper Product Portfolios and Specifications
- 13.2.3 Qifeng New Material PVC Coated Wallpaper Base Paper Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.2.4 Qifeng New Material Main Business Overview
- 13.2.5 Qifeng New Material Latest Developments

13.3 Hankuk Paper

- 13.3.1 Hankuk Paper Company Information
- 13.3.2 Hankuk Paper PVC Coated Wallpaper Base Paper Product Portfolios and Specifications
- 13.3.3 Hankuk Paper PVC Coated Wallpaper Base Paper Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.3.4 Hankuk Paper Main Business Overview
- 13.3.5 Hankuk Paper Latest Developments

13.4 K?MMERER

- 13.4.1 K?MMERER Company Information
- 13.4.2 K?MMERER PVC Coated Wallpaper Base Paper Product Portfolios and Specifications
- 13.4.3 K?MMERER PVC Coated Wallpaper Base Paper Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 K?MMERER Main Business Overview

13.4.5 K?MMERER Latest Developments

13.5 Nippon Paper Group

13.5.1 Nippon Paper Group Company Information

13.5.2 Nippon Paper Group PVC Coated Wallpaper Base Paper Product Portfolios and Specifications

13.5.3 Nippon Paper Group PVC Coated Wallpaper Base Paper Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Nippon Paper Group Main Business Overview

13.5.5 Nippon Paper Group Latest Developments

13.6 Zhejiang Winbon New Materials

13.6.1 Zhejiang Winbon New Materials Company Information

13.6.2 Zhejiang Winbon New Materials PVC Coated Wallpaper Base Paper Product Portfolios and Specifications

13.6.3 Zhejiang Winbon New Materials PVC Coated Wallpaper Base Paper Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Zhejiang Winbon New Materials Main Business Overview

13.6.5 Zhejiang Winbon New Materials Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. PVC Coated Wallpaper Base Paper Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. PVC Coated Wallpaper Base Paper Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of 80g/?

Table 4. Major Players of 90g/?

Table 5. Major Players of Other

Table 6. Global PVC Coated Wallpaper Base Paper Sales by Type (2021-2026) & (Tons)

Table 7. Global PVC Coated Wallpaper Base Paper Sales Market Share by Type (2021-2026)

Table 8. Global PVC Coated Wallpaper Base Paper Revenue by Type (2021-2026) & (\$ million)

Table 9. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Type (2021-2026)

Table 10. Global PVC Coated Wallpaper Base Paper Sale Price by Type (2021-2026) & (US\$/Ton)

Table 11. Major Players of Standard Cellulosic

Table 12. Major Players of Latex-Saturated

Table 13. Major Players of Reinforced Fiber

Table 14. Major Players of Other

Table 15. Global PVC Coated Wallpaper Base Paper Sales by Internal Treatment (2021-2026) & (Tons)

Table 16. Global PVC Coated Wallpaper Base Paper Sales Market Share by Internal Treatment (2021-2026)

Table 17. Global PVC Coated Wallpaper Base Paper Revenue by Internal Treatment (2021-2026) & (\$ million)

Table 18. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Internal Treatment (2021-2026)

Table 19. Global PVC Coated Wallpaper Base Paper Sale Price by Internal Treatment (2021-2026) & (US\$/Ton)

Table 20. Major Players of Uncoated

Table 21. Major Players of Pigment-Precoated

Table 22. Major Players of Primer-Prepared

Table 23. Global PVC Coated Wallpaper Base Paper Sales by Surface Treatment

(2021-2026) & (Tons)

Table 24. Global PVC Coated Wallpaper Base Paper Sales Market Share by Surface Treatment (2021-2026)

Table 25. Global PVC Coated Wallpaper Base Paper Revenue by Surface Treatment (2021-2026) & (\$ million)

Table 26. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Surface Treatment (2021-2026)

Table 27. Global PVC Coated Wallpaper Base Paper Sale Price by Surface Treatment (2021-2026) & (US\$/Ton)

Table 28. Global PVC Coated Wallpaper Base Paper Sale by Application (2021-2026) & (Tons)

Table 29. Global PVC Coated Wallpaper Base Paper Sale Market Share by Application (2021-2026)

Table 30. Global PVC Coated Wallpaper Base Paper Revenue by Application (2021-2026) & (\$ million)

Table 31. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Application (2021-2026)

Table 32. Global PVC Coated Wallpaper Base Paper Sale Price by Application (2021-2026) & (US\$/Ton)

Table 33. Global PVC Coated Wallpaper Base Paper Sales by Company (2021-2026) & (Tons)

Table 34. Global PVC Coated Wallpaper Base Paper Sales Market Share by Company (2021-2026)

Table 35. Global PVC Coated Wallpaper Base Paper Revenue by Company (2021-2026) & (\$ millions)

Table 36. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Company (2021-2026)

Table 37. Global PVC Coated Wallpaper Base Paper Sale Price by Company (2021-2026) & (US\$/Ton)

Table 38. Key Manufacturers PVC Coated Wallpaper Base Paper Producing Area Distribution and Sales Area

Table 39. Players PVC Coated Wallpaper Base Paper Products Offered

Table 40. PVC Coated Wallpaper Base Paper Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 41. New Products and Potential Entrants

Table 42. Market M&A Activity & Strategy

Table 43. Global PVC Coated Wallpaper Base Paper Sales by Geographic Region (2021-2026) & (Tons)

Table 44. Global PVC Coated Wallpaper Base Paper Sales Market Share Geographic

Region (2021-2026)

Table 45. Global PVC Coated Wallpaper Base Paper Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 46. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Geographic Region (2021-2026)

Table 47. Global PVC Coated Wallpaper Base Paper Sales by Country/Region (2021-2026) & (Tons)

Table 48. Global PVC Coated Wallpaper Base Paper Sales Market Share by Country/Region (2021-2026)

Table 49. Global PVC Coated Wallpaper Base Paper Revenue by Country/Region (2021-2026) & (\$ millions)

Table 50. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Country/Region (2021-2026)

Table 51. Americas PVC Coated Wallpaper Base Paper Sales by Country (2021-2026) & (Tons)

Table 52. Americas PVC Coated Wallpaper Base Paper Sales Market Share by Country (2021-2026)

Table 53. Americas PVC Coated Wallpaper Base Paper Revenue by Country (2021-2026) & (\$ millions)

Table 54. Americas PVC Coated Wallpaper Base Paper Sales by Type (2021-2026) & (Tons)

Table 55. Americas PVC Coated Wallpaper Base Paper Sales by Application (2021-2026) & (Tons)

Table 56. APAC PVC Coated Wallpaper Base Paper Sales by Region (2021-2026) & (Tons)

Table 57. APAC PVC Coated Wallpaper Base Paper Sales Market Share by Region (2021-2026)

Table 58. APAC PVC Coated Wallpaper Base Paper Revenue by Region (2021-2026) & (\$ millions)

Table 59. APAC PVC Coated Wallpaper Base Paper Sales by Type (2021-2026) & (Tons)

Table 60. APAC PVC Coated Wallpaper Base Paper Sales by Application (2021-2026) & (Tons)

Table 61. Europe PVC Coated Wallpaper Base Paper Sales by Country (2021-2026) & (Tons)

Table 62. Europe PVC Coated Wallpaper Base Paper Revenue by Country (2021-2026) & (\$ millions)

Table 63. Europe PVC Coated Wallpaper Base Paper Sales by Type (2021-2026) & (Tons)

Table 64. Europe PVC Coated Wallpaper Base Paper Sales by Application (2021-2026) & (Tons)

Table 65. Middle East & Africa PVC Coated Wallpaper Base Paper Sales by Country (2021-2026) & (Tons)

Table 66. Middle East & Africa PVC Coated Wallpaper Base Paper Revenue Market Share by Country (2021-2026)

Table 67. Middle East & Africa PVC Coated Wallpaper Base Paper Sales by Type (2021-2026) & (Tons)

Table 68. Middle East & Africa PVC Coated Wallpaper Base Paper Sales by Application (2021-2026) & (Tons)

Table 69. Key Market Drivers & Growth Opportunities of PVC Coated Wallpaper Base Paper

Table 70. Key Market Challenges & Risks of PVC Coated Wallpaper Base Paper

Table 71. Key Industry Trends of PVC Coated Wallpaper Base Paper

Table 72. PVC Coated Wallpaper Base Paper Raw Material

Table 73. Key Suppliers of Raw Materials

Table 74. PVC Coated Wallpaper Base Paper Distributors List

Table 75. PVC Coated Wallpaper Base Paper Customer List

Table 76. Global PVC Coated Wallpaper Base Paper Sales Forecast by Region (2027-2032) & (Tons)

Table 77. Global PVC Coated Wallpaper Base Paper Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 78. Americas PVC Coated Wallpaper Base Paper Sales Forecast by Country (2027-2032) & (Tons)

Table 79. Americas PVC Coated Wallpaper Base Paper Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 80. APAC PVC Coated Wallpaper Base Paper Sales Forecast by Region (2027-2032) & (Tons)

Table 81. APAC PVC Coated Wallpaper Base Paper Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 82. Europe PVC Coated Wallpaper Base Paper Sales Forecast by Country (2027-2032) & (Tons)

Table 83. Europe PVC Coated Wallpaper Base Paper Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 84. Middle East & Africa PVC Coated Wallpaper Base Paper Sales Forecast by Country (2027-2032) & (Tons)

Table 85. Middle East & Africa PVC Coated Wallpaper Base Paper Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 86. Global PVC Coated Wallpaper Base Paper Sales Forecast by Type

(2027-2032) & (Tons)

Table 87. Global PVC Coated Wallpaper Base Paper Revenue Forecast by Type
(2027-2032) & (\$ millions)

Table 88. Global PVC Coated Wallpaper Base Paper Sales Forecast by Application
(2027-2032) & (Tons)

Table 89. Global PVC Coated Wallpaper Base Paper Revenue Forecast by Application
(2027-2032) & (\$ millions)

Table 90. Stora Enso Basic Information, PVC Coated Wallpaper Base Paper
Manufacturing Base, Sales Area and Its Competitors

Table 91. Stora Enso PVC Coated Wallpaper Base Paper Product Portfolios and
Specifications

Table 92. Stora Enso PVC Coated Wallpaper Base Paper Sales (Tons), Revenue (\$
Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 93. Stora Enso Main Business

Table 94. Stora Enso Latest Developments

Table 95. Qifeng New Material Basic Information, PVC Coated Wallpaper Base Paper
Manufacturing Base, Sales Area and Its Competitors

Table 96. Qifeng New Material PVC Coated Wallpaper Base Paper Product Portfolios
and Specifications

Table 97. Qifeng New Material PVC Coated Wallpaper Base Paper Sales (Tons),
Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 98. Qifeng New Material Main Business

Table 99. Qifeng New Material Latest Developments

Table 100. Hankuk Paper Basic Information, PVC Coated Wallpaper Base Paper
Manufacturing Base, Sales Area and Its Competitors

Table 101. Hankuk Paper PVC Coated Wallpaper Base Paper Product Portfolios and
Specifications

Table 102. Hankuk Paper PVC Coated Wallpaper Base Paper Sales (Tons), Revenue
(\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 103. Hankuk Paper Main Business

Table 104. Hankuk Paper Latest Developments

Table 105. K?MMERER Basic Information, PVC Coated Wallpaper Base Paper
Manufacturing Base, Sales Area and Its Competitors

Table 106. K?MMERER PVC Coated Wallpaper Base Paper Product Portfolios and
Specifications

Table 107. K?MMERER PVC Coated Wallpaper Base Paper Sales (Tons), Revenue (\$
Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 108. K?MMERER Main Business

Table 109. K?MMERER Latest Developments

Table 110. Nippon Paper Group Basic Information, PVC Coated Wallpaper Base Paper Manufacturing Base, Sales Area and Its Competitors

Table 111. Nippon Paper Group PVC Coated Wallpaper Base Paper Product Portfolios and Specifications

Table 112. Nippon Paper Group PVC Coated Wallpaper Base Paper Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 113. Nippon Paper Group Main Business

Table 114. Nippon Paper Group Latest Developments

Table 115. Zhejiang Winbon New Materials Basic Information, PVC Coated Wallpaper Base Paper Manufacturing Base, Sales Area and Its Competitors

Table 116. Zhejiang Winbon New Materials PVC Coated Wallpaper Base Paper Product Portfolios and Specifications

Table 117. Zhejiang Winbon New Materials PVC Coated Wallpaper Base Paper Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 118. Zhejiang Winbon New Materials Main Business

Table 119. Zhejiang Winbon New Materials Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of PVC Coated Wallpaper Base Paper
- Figure 2. PVC Coated Wallpaper Base Paper Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global PVC Coated Wallpaper Base Paper Sales Growth Rate 2021-2032 (Tons)
- Figure 7. Global PVC Coated Wallpaper Base Paper Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. PVC Coated Wallpaper Base Paper Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. PVC Coated Wallpaper Base Paper Sales Market Share by Country/Region (2025)
- Figure 10. PVC Coated Wallpaper Base Paper Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of 80g/?
- Figure 12. Product Picture of 90g/?
- Figure 13. Product Picture of Other
- Figure 14. Global PVC Coated Wallpaper Base Paper Sales Market Share by Type in 2026
- Figure 15. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Standard Cellulosic
- Figure 17. Product Picture of Latex-Saturated
- Figure 18. Product Picture of Reinforced Fiber
- Figure 19. Product Picture of Other
- Figure 20. Global PVC Coated Wallpaper Base Paper Sales Market Share by Internal Treatment in 2026
- Figure 21. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Internal Treatment (2021-2026)
- Figure 22. Product Picture of Uncoated
- Figure 23. Product Picture of Pigment-Precoated
- Figure 24. Product Picture of Primer-Prepared
- Figure 25. Global PVC Coated Wallpaper Base Paper Sales Market Share by Surface Treatment in 2026

Figure 26. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Surface Treatment (2021-2026)

Figure 27. PVC Coated Wallpaper Base Paper Consumed in Residential

Figure 28. Global PVC Coated Wallpaper Base Paper Market: Residential (2021-2026) & (Tons)

Figure 29. PVC Coated Wallpaper Base Paper Consumed in Commercial

Figure 30. Global PVC Coated Wallpaper Base Paper Market: Commercial (2021-2026) & (Tons)

Figure 31. PVC Coated Wallpaper Base Paper Consumed in Other

Figure 32. Global PVC Coated Wallpaper Base Paper Market: Other (2021-2026) & (Tons)

Figure 33. Global PVC Coated Wallpaper Base Paper Sale Market Share by Application (2025)

Figure 34. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Application in 2026

Figure 35. PVC Coated Wallpaper Base Paper Sales by Company in 2026 (Tons)

Figure 36. Global PVC Coated Wallpaper Base Paper Sales Market Share by Company in 2026

Figure 37. PVC Coated Wallpaper Base Paper Revenue by Company in 2026 (\$ millions)

Figure 38. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Company in 2026

Figure 39. Global PVC Coated Wallpaper Base Paper Sales Market Share by Geographic Region (2021-2026)

Figure 40. Global PVC Coated Wallpaper Base Paper Revenue Market Share by Geographic Region in 2026

Figure 41. Americas PVC Coated Wallpaper Base Paper Sales 2021-2026 (Tons)

Figure 42. Americas PVC Coated Wallpaper Base Paper Revenue 2021-2026 (\$ millions)

Figure 43. APAC PVC Coated Wallpaper Base Paper Sales 2021-2026 (Tons)

Figure 44. APAC PVC Coated Wallpaper Base Paper Revenue 2021-2026 (\$ millions)

Figure 45. Europe PVC Coated Wallpaper Base Paper Sales 2021-2026 (Tons)

Figure 46. Europe PVC Coated Wallpaper Base Paper Revenue 2021-2026 (\$ millions)

Figure 47. Middle East & Africa PVC Coated Wallpaper Base Paper Sales 2021-2026 (Tons)

Figure 48. Middle East & Africa PVC Coated Wallpaper Base Paper Revenue 2021-2026 (\$ millions)

Figure 49. Americas PVC Coated Wallpaper Base Paper Sales Market Share by Country in 2026

Figure 50. Americas PVC Coated Wallpaper Base Paper Revenue Market Share by Country (2021-2026)

Figure 51. Americas PVC Coated Wallpaper Base Paper Sales Market Share by Type (2021-2026)

Figure 52. Americas PVC Coated Wallpaper Base Paper Sales Market Share by Application (2021-2026)

Figure 53. United States PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 54. Canada PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 55. Mexico PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 56. Brazil PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 57. APAC PVC Coated Wallpaper Base Paper Sales Market Share by Region in 2026

Figure 58. APAC PVC Coated Wallpaper Base Paper Revenue Market Share by Region (2021-2026)

Figure 59. APAC PVC Coated Wallpaper Base Paper Sales Market Share by Type (2021-2026)

Figure 60. APAC PVC Coated Wallpaper Base Paper Sales Market Share by Application (2021-2026)

Figure 61. China PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 62. Japan PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 63. South Korea PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 64. Southeast Asia PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 65. India PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 66. Australia PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 67. China Taiwan PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 68. Europe PVC Coated Wallpaper Base Paper Sales Market Share by Country in 2026

Figure 69. Europe PVC Coated Wallpaper Base Paper Revenue Market Share by

Country (2021-2026)

Figure 70. Europe PVC Coated Wallpaper Base Paper Sales Market Share by Type (2021-2026)

Figure 71. Europe PVC Coated Wallpaper Base Paper Sales Market Share by Application (2021-2026)

Figure 72. Germany PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 73. France PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 74. UK PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 75. Italy PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 76. Russia PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 77. Middle East & Africa PVC Coated Wallpaper Base Paper Sales Market Share by Country (2021-2026)

Figure 78. Middle East & Africa PVC Coated Wallpaper Base Paper Sales Market Share by Type (2021-2026)

Figure 79. Middle East & Africa PVC Coated Wallpaper Base Paper Sales Market Share by Application (2021-2026)

Figure 80. Egypt PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 81. South Africa PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 82. Israel PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 83. Turkey PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 84. GCC Countries PVC Coated Wallpaper Base Paper Revenue Growth 2021-2026 (\$ millions)

Figure 85. Manufacturing Cost Structure Analysis of PVC Coated Wallpaper Base Paper in 2026

Figure 86. Manufacturing Process Analysis of PVC Coated Wallpaper Base Paper

Figure 87. Industry Chain Structure of PVC Coated Wallpaper Base Paper

Figure 88. Channels of Distribution

Figure 89. Global PVC Coated Wallpaper Base Paper Sales Market Forecast by Region (2027-2032)

Figure 90. Global PVC Coated Wallpaper Base Paper Revenue Market Share Forecast

by Region (2027-2032)

Figure 91. Global PVC Coated Wallpaper Base Paper Sales Market Share Forecast by Type (2027-2032)

Figure 92. Global PVC Coated Wallpaper Base Paper Revenue Market Share Forecast by Type (2027-2032)

Figure 93. Global PVC Coated Wallpaper Base Paper Sales Market Share Forecast by Application (2027-2032)

Figure 94. Global PVC Coated Wallpaper Base Paper Revenue Market Share Forecast by Application (2027-2032)

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