

# Global Self-Adhering House Wrap Market Growth 2026-2032

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## Abstracts

The global Self-Adhering House Wrap market size is predicted to grow from US\$ 453 million in 2025 to US\$ 636 million in 2032; it is expected to grow at a CAGR of 5.0% from 2026 to 2032.

Self-Adhering House Wrap is a high-performance building envelope membrane integrated with a polymer substrate, pressure-sensitive adhesive layer, and removable release paper. It enables direct peeling and pasting on clean, flat building sheathing without relying on additional fasteners (e.g., staples or nails), serving as a dual barrier to block external rainwater, wind-driven moisture, and air infiltration while facilitating the escape of internal water vapor.

In 2025, global Self-Adhering House Wrap production reached approximately 77 million sqm, with an average global market price of around US\$ 6 per sqm. The production capacity of Self-Adhering House Wrap is approximately 98 million sqm per year, the average gross profit margin was 28-31%.

The supply chain of Self-Adhering House Wrap features a tightly linked upstream-downstream ecosystem: upstream encompasses suppliers of core raw materials (polymer substrates, pressure-sensitive adhesives, release papers, and functional additives like anti-UV/anti-aging agents) and specialized production equipment (extrusion machines, adhesive coating lines, composite laminators), where adhesive quality and substrate performance directly determine product reliability, and advanced coating technology ensures adhesive layer uniformity; midstream involves manufacturers responsible for substrate molding, precision adhesive coating, composite compounding, slitting, and performance testing, converting raw materials into standardized finished products; downstream includes building materials distributors,

construction contractors, and renovation teams.

The cost structure of Self-Adhering House Wrap is dominated by raw materials, with higher processing costs than non-self-adhering variants: core raw materials account for 60%-70% of total costs, including high-performance pressure-sensitive adhesives (a key cost driver, especially for low-temperature/weather-resistant formulas), polymer substrates, and release papers; production and processing costs make up 18%-25%, covering specialized adhesive coating, equipment operation/maintenance, and precision quality testing (to ensure consistent adhesion), which is higher due to more complex processes; R&D costs represent 5%-8%, focused on adhesive formula optimization, weather resistance enhancement, and compliance with regional building standards; the remaining 3%-7% includes channel logistics, packaging, after-sales service, and corporate management overheads.

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

This Insight Report provides a comprehensive analysis of the global Self-Adhering House Wrap 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 Self-Adhering House Wrap portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Self-Adhering House Wrap market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Self-Adhering House Wrap 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 Self-Adhering House Wrap.

This report presents a comprehensive overview, market shares, and growth opportunities of Self-Adhering House Wrap market by product type, application, key

manufacturers and key regions and countries.

Segmentation by Type:

Polypropylene (PP)

Polyethylene (PE)

Others

Segmentation by Pressure-Sensitive Adhesive Type:

Acrylic Adhesive Self-Adhering House Wrap

Butyl Adhesive Self-Adhering House Wrap

Other

Segmentation by Application:

Single-Family Detached Houses

Multi-Family Residential Buildings

Others

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.

Berry Global (Typar)

PrimeSource Building Products

Benjamin Obdyke

Henry Company

Protecto Wrap

GCP

Heng Rong Materials

Oriental Yuhong

Dayuan Waterproff

Seengy

#### Key Questions Addressed in this Report

What is the 10-year outlook for the global Self-Adhering House Wrap market?

What factors are driving Self-Adhering House Wrap market growth, globally and by region?

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

How do Self-Adhering House Wrap market opportunities vary by end market size?

How does Self-Adhering House Wrap 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 Self-Adhering House Wrap Annual Sales 2021-2032

- 2.1.2 World Current & Future Analysis for Self-Adhering House Wrap by Geographic Region, 2021, 2025 & 2032

- 2.1.3 World Current & Future Analysis for Self-Adhering House Wrap by Country/Region, 2021, 2025 & 2032

#### 2.2 Self-Adhering House Wrap Segment by Type

- 2.2.1 Polypropylene (PP)

- 2.2.2 Polyethylene (PE)

- 2.2.3 Others

- 2.2.4 Self-Adhering House Wrap Sales by Type

- 2.2.4.1 Global Self-Adhering House Wrap Sales Market Share by Type (2021-2026)

- 2.2.4.2 Global Self-Adhering House Wrap Revenue and Market Share by Type (2021-2026)

- 2.2.4.3 Global Self-Adhering House Wrap Sale Price by Type (2021-2026)

#### 2.3 Self-Adhering House Wrap Segment by Pressure-Sensitive Adhesive Type

- 2.3.1 Acrylic Adhesive Self-Adhering House Wrap

- 2.3.2 Butyl Adhesive Self-Adhering House Wrap

- 2.3.3 Other

- 2.3.4 Self-Adhering House Wrap Sales by Pressure-Sensitive Adhesive Type

- 2.3.4.1 Global Self-Adhering House Wrap Sales Market Share by Pressure-Sensitive Adhesive Type (2021-2026)

- 2.3.4.2 Global Self-Adhering House Wrap Revenue and Market Share by Pressure-Sensitive Adhesive Type (2021-2026)

2.3.4.3 Global Self-Adhering House Wrap Sale Price by Pressure-Sensitive Adhesive Type (2021-2026)

2.4 Self-Adhering House Wrap Segment by Application

2.4.1 Single-Family Detached Houses

2.4.2 Multi-Family Residential Buildings

2.4.3 Others

2.4.4 Self-Adhering House Wrap Sales by Application

2.4.4.1 Global Self-Adhering House Wrap Sale Market Share by Application (2021-2026)

2.4.4.2 Global Self-Adhering House Wrap Revenue and Market Share by Application (2021-2026)

2.4.4.3 Global Self-Adhering House Wrap Sale Price by Application (2021-2026)

### **3 GLOBAL BY COMPANY**

3.1 Global Self-Adhering House Wrap Breakdown Data by Company

3.1.1 Global Self-Adhering House Wrap Annual Sales by Company (2021-2026)

3.1.2 Global Self-Adhering House Wrap Sales Market Share by Company (2021-2026)

3.2 Global Self-Adhering House Wrap Annual Revenue by Company (2021-2026)

3.2.1 Global Self-Adhering House Wrap Revenue by Company (2021-2026)

3.2.2 Global Self-Adhering House Wrap Revenue Market Share by Company (2021-2026)

3.3 Global Self-Adhering House Wrap Sale Price by Company

3.4 Key Manufacturers Self-Adhering House Wrap Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Self-Adhering House Wrap Product Location Distribution

3.4.2 Players Self-Adhering House Wrap 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 SELF-ADHERING HOUSE WRAP BY GEOGRAPHIC REGION**

4.1 World Historic Self-Adhering House Wrap Market Size by Geographic Region (2021-2026)

4.1.1 Global Self-Adhering House Wrap Annual Sales by Geographic Region

(2021-2026)

4.1.2 Global Self-Adhering House Wrap Annual Revenue by Geographic Region

(2021-2026)

4.2 World Historic Self-Adhering House Wrap Market Size by Country/Region

(2021-2026)

4.2.1 Global Self-Adhering House Wrap Annual Sales by Country/Region (2021-2026)

4.2.2 Global Self-Adhering House Wrap Annual Revenue by Country/Region

(2021-2026)

4.3 Americas Self-Adhering House Wrap Sales Growth

4.4 APAC Self-Adhering House Wrap Sales Growth

4.5 Europe Self-Adhering House Wrap Sales Growth

4.6 Middle East & Africa Self-Adhering House Wrap Sales Growth

## **5 AMERICAS**

5.1 Americas Self-Adhering House Wrap Sales by Country

5.1.1 Americas Self-Adhering House Wrap Sales by Country (2021-2026)

5.1.2 Americas Self-Adhering House Wrap Revenue by Country (2021-2026)

5.2 Americas Self-Adhering House Wrap Sales by Type (2021-2026)

5.3 Americas Self-Adhering House Wrap Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

## **6 APAC**

6.1 APAC Self-Adhering House Wrap Sales by Region

6.1.1 APAC Self-Adhering House Wrap Sales by Region (2021-2026)

6.1.2 APAC Self-Adhering House Wrap Revenue by Region (2021-2026)

6.2 APAC Self-Adhering House Wrap Sales by Type (2021-2026)

6.3 APAC Self-Adhering House Wrap 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 Self-Adhering House Wrap by Country

7.1.1 Europe Self-Adhering House Wrap Sales by Country (2021-2026)

7.1.2 Europe Self-Adhering House Wrap Revenue by Country (2021-2026)

### 7.2 Europe Self-Adhering House Wrap Sales by Type (2021-2026)

### 7.3 Europe Self-Adhering House Wrap 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 Self-Adhering House Wrap by Country

8.1.1 Middle East & Africa Self-Adhering House Wrap Sales by Country (2021-2026)

8.1.2 Middle East & Africa Self-Adhering House Wrap Revenue by Country  
(2021-2026)

### 8.2 Middle East & Africa Self-Adhering House Wrap Sales by Type (2021-2026)

### 8.3 Middle East & Africa Self-Adhering House Wrap 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 Self-Adhering House Wrap

### 10.3 Manufacturing Process Analysis of Self-Adhering House Wrap

## 10.4 Industry Chain Structure of Self-Adhering House Wrap

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

### 11.1 Sales Channel

#### 11.1.1 Direct Channels

#### 11.1.2 Indirect Channels

### 11.2 Self-Adhering House Wrap Distributors

### 11.3 Self-Adhering House Wrap Customer

## **12 WORLD FORECAST REVIEW FOR SELF-ADHERING HOUSE WRAP BY GEOGRAPHIC REGION**

### 12.1 Global Self-Adhering House Wrap Market Size Forecast by Region

#### 12.1.1 Global Self-Adhering House Wrap Forecast by Region (2027-2032)

#### 12.1.2 Global Self-Adhering House Wrap 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 Self-Adhering House Wrap Forecast by Type (2027-2032)

### 12.7 Global Self-Adhering House Wrap Forecast by Application (2027-2032)

## **13 KEY PLAYERS ANALYSIS**

### 13.1 Berry Global (Typar)

#### 13.1.1 Berry Global (Typar) Company Information

#### 13.1.2 Berry Global (Typar) Self-Adhering House Wrap Product Portfolios and Specifications

#### 13.1.3 Berry Global (Typar) Self-Adhering House Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

#### 13.1.4 Berry Global (Typar) Main Business Overview

#### 13.1.5 Berry Global (Typar) Latest Developments

### 13.2 PrimeSource Building Products

#### 13.2.1 PrimeSource Building Products Company Information

#### 13.2.2 PrimeSource Building Products Self-Adhering House Wrap Product Portfolios and Specifications

#### 13.2.3 PrimeSource Building Products Self-Adhering House Wrap Sales, Revenue,

## Price and Gross Margin (2021-2026)

13.2.4 PrimeSource Building Products Main Business Overview

13.2.5 PrimeSource Building Products Latest Developments

## 13.3 Benjamin Obdyke

13.3.1 Benjamin Obdyke Company Information

13.3.2 Benjamin Obdyke Self-Adhering House Wrap Product Portfolios and Specifications

13.3.3 Benjamin Obdyke Self-Adhering House Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Benjamin Obdyke Main Business Overview

13.3.5 Benjamin Obdyke Latest Developments

## 13.4 Henry Company

13.4.1 Henry Company Company Information

13.4.2 Henry Company Self-Adhering House Wrap Product Portfolios and Specifications

13.4.3 Henry Company Self-Adhering House Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Henry Company Main Business Overview

13.4.5 Henry Company Latest Developments

## 13.5 Protecto Wrap

13.5.1 Protecto Wrap Company Information

13.5.2 Protecto Wrap Self-Adhering House Wrap Product Portfolios and Specifications

13.5.3 Protecto Wrap Self-Adhering House Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Protecto Wrap Main Business Overview

13.5.5 Protecto Wrap Latest Developments

## 13.6 GCP

13.6.1 GCP Company Information

13.6.2 GCP Self-Adhering House Wrap Product Portfolios and Specifications

13.6.3 GCP Self-Adhering House Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 GCP Main Business Overview

13.6.5 GCP Latest Developments

## 13.7 Heng Rong Materials

13.7.1 Heng Rong Materials Company Information

13.7.2 Heng Rong Materials Self-Adhering House Wrap Product Portfolios and Specifications

13.7.3 Heng Rong Materials Self-Adhering House Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.7.4 Heng Rong Materials Main Business Overview
- 13.7.5 Heng Rong Materials Latest Developments
- 13.8 Oriental Yuhong
  - 13.8.1 Oriental Yuhong Company Information
  - 13.8.2 Oriental Yuhong Self-Adhering House Wrap Product Portfolios and Specifications
  - 13.8.3 Oriental Yuhong Self-Adhering House Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.8.4 Oriental Yuhong Main Business Overview
  - 13.8.5 Oriental Yuhong Latest Developments
- 13.9 Dayuan Waterproff
  - 13.9.1 Dayuan Waterproff Company Information
  - 13.9.2 Dayuan Waterproff Self-Adhering House Wrap Product Portfolios and Specifications
  - 13.9.3 Dayuan Waterproff Self-Adhering House Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.9.4 Dayuan Waterproff Main Business Overview
  - 13.9.5 Dayuan Waterproff Latest Developments
- 13.10 Seengy
  - 13.10.1 Seengy Company Information
  - 13.10.2 Seengy Self-Adhering House Wrap Product Portfolios and Specifications
  - 13.10.3 Seengy Self-Adhering House Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.10.4 Seengy Main Business Overview
  - 13.10.5 Seengy Latest Developments

## **14 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

- Table 1. Self-Adhering House Wrap Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Table 2. Self-Adhering House Wrap Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Polypropylene (PP)
- Table 4. Major Players of Polyethylene (PE)
- Table 5. Major Players of Others
- Table 6. Global Self-Adhering House Wrap Sales by Type (2021-2026) & (M Sqm)
- Table 7. Global Self-Adhering House Wrap Sales Market Share by Type (2021-2026)
- Table 8. Global Self-Adhering House Wrap Revenue by Type (2021-2026) & (\$ million)
- Table 9. Global Self-Adhering House Wrap Revenue Market Share by Type (2021-2026)
- Table 10. Global Self-Adhering House Wrap Sale Price by Type (2021-2026) & (US\$/Sq m)
- Table 11. Major Players of Acrylic Adhesive Self-Adhering House Wrap
- Table 12. Major Players of Butyl Adhesive Self-Adhering House Wrap
- Table 13. Major Players of Other
- Table 14. Global Self-Adhering House Wrap Sales by Pressure-Sensitive Adhesive Type (2021-2026) & (M Sqm)
- Table 15. Global Self-Adhering House Wrap Sales Market Share by Pressure-Sensitive Adhesive Type (2021-2026)
- Table 16. Global Self-Adhering House Wrap Revenue by Pressure-Sensitive Adhesive Type (2021-2026) & (\$ million)
- Table 17. Global Self-Adhering House Wrap Revenue Market Share by Pressure-Sensitive Adhesive Type (2021-2026)
- Table 18. Global Self-Adhering House Wrap Sale Price by Pressure-Sensitive Adhesive Type (2021-2026) & (US\$/Sq m)
- Table 19. Global Self-Adhering House Wrap Sale by Application (2021-2026) & (M Sqm)
- Table 20. Global Self-Adhering House Wrap Sale Market Share by Application (2021-2026)
- Table 21. Global Self-Adhering House Wrap Revenue by Application (2021-2026) & (\$ million)
- Table 22. Global Self-Adhering House Wrap Revenue Market Share by Application (2021-2026)

Table 23. Global Self-Adhering House Wrap Sale Price by Application (2021-2026) & (US\$/Sq m)

Table 24. Global Self-Adhering House Wrap Sales by Company (2021-2026) & (M Sqm)

Table 25. Global Self-Adhering House Wrap Sales Market Share by Company (2021-2026)

Table 26. Global Self-Adhering House Wrap Revenue by Company (2021-2026) & (\$ millions)

Table 27. Global Self-Adhering House Wrap Revenue Market Share by Company (2021-2026)

Table 28. Global Self-Adhering House Wrap Sale Price by Company (2021-2026) & (US\$/Sq m)

Table 29. Key Manufacturers Self-Adhering House Wrap Producing Area Distribution and Sales Area

Table 30. Players Self-Adhering House Wrap Products Offered

Table 31. Self-Adhering House Wrap Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 32. New Products and Potential Entrants

Table 33. Market M&A Activity & Strategy

Table 34. Global Self-Adhering House Wrap Sales by Geographic Region (2021-2026) & (M Sqm)

Table 35. Global Self-Adhering House Wrap Sales Market Share Geographic Region (2021-2026)

Table 36. Global Self-Adhering House Wrap Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 37. Global Self-Adhering House Wrap Revenue Market Share by Geographic Region (2021-2026)

Table 38. Global Self-Adhering House Wrap Sales by Country/Region (2021-2026) & (M Sqm)

Table 39. Global Self-Adhering House Wrap Sales Market Share by Country/Region (2021-2026)

Table 40. Global Self-Adhering House Wrap Revenue by Country/Region (2021-2026) & (\$ millions)

Table 41. Global Self-Adhering House Wrap Revenue Market Share by Country/Region (2021-2026)

Table 42. Americas Self-Adhering House Wrap Sales by Country (2021-2026) & (M Sqm)

Table 43. Americas Self-Adhering House Wrap Sales Market Share by Country (2021-2026)

Table 44. Americas Self-Adhering House Wrap Revenue by Country (2021-2026) & (\$

millions)

Table 45. Americas Self-Adhering House Wrap Sales by Type (2021-2026) & (M Sqm)

Table 46. Americas Self-Adhering House Wrap Sales by Application (2021-2026) & (M Sqm)

Table 47. APAC Self-Adhering House Wrap Sales by Region (2021-2026) & (M Sqm)

Table 48. APAC Self-Adhering House Wrap Sales Market Share by Region (2021-2026)

Table 49. APAC Self-Adhering House Wrap Revenue by Region (2021-2026) & (\$ millions)

Table 50. APAC Self-Adhering House Wrap Sales by Type (2021-2026) & (M Sqm)

Table 51. APAC Self-Adhering House Wrap Sales by Application (2021-2026) & (M Sqm)

Table 52. Europe Self-Adhering House Wrap Sales by Country (2021-2026) & (M Sqm)

Table 53. Europe Self-Adhering House Wrap Revenue by Country (2021-2026) & (\$ millions)

Table 54. Europe Self-Adhering House Wrap Sales by Type (2021-2026) & (M Sqm)

Table 55. Europe Self-Adhering House Wrap Sales by Application (2021-2026) & (M Sqm)

Table 56. Middle East & Africa Self-Adhering House Wrap Sales by Country (2021-2026) & (M Sqm)

Table 57. Middle East & Africa Self-Adhering House Wrap Revenue Market Share by Country (2021-2026)

Table 58. Middle East & Africa Self-Adhering House Wrap Sales by Type (2021-2026) & (M Sqm)

Table 59. Middle East & Africa Self-Adhering House Wrap Sales by Application (2021-2026) & (M Sqm)

Table 60. Key Market Drivers & Growth Opportunities of Self-Adhering House Wrap

Table 61. Key Market Challenges & Risks of Self-Adhering House Wrap

Table 62. Key Industry Trends of Self-Adhering House Wrap

Table 63. Self-Adhering House Wrap Raw Material

Table 64. Key Suppliers of Raw Materials

Table 65. Self-Adhering House Wrap Distributors List

Table 66. Self-Adhering House Wrap Customer List

Table 67. Global Self-Adhering House Wrap Sales Forecast by Region (2027-2032) & (M Sqm)

Table 68. Global Self-Adhering House Wrap Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 69. Americas Self-Adhering House Wrap Sales Forecast by Country (2027-2032) & (M Sqm)

Table 70. Americas Self-Adhering House Wrap Annual Revenue Forecast by Country

(2027-2032) & (\$ millions)

Table 71. APAC Self-Adhering House Wrap Sales Forecast by Region (2027-2032) & (M Sqm)

Table 72. APAC Self-Adhering House Wrap Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 73. Europe Self-Adhering House Wrap Sales Forecast by Country (2027-2032) & (M Sqm)

Table 74. Europe Self-Adhering House Wrap Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 75. Middle East & Africa Self-Adhering House Wrap Sales Forecast by Country (2027-2032) & (M Sqm)

Table 76. Middle East & Africa Self-Adhering House Wrap Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 77. Global Self-Adhering House Wrap Sales Forecast by Type (2027-2032) & (M Sqm)

Table 78. Global Self-Adhering House Wrap Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 79. Global Self-Adhering House Wrap Sales Forecast by Application (2027-2032) & (M Sqm)

Table 80. Global Self-Adhering House Wrap Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 81. Berry Global (Tygar) Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 82. Berry Global (Tygar) Self-Adhering House Wrap Product Portfolios and Specifications

Table 83. Berry Global (Tygar) Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 84. Berry Global (Tygar) Main Business

Table 85. Berry Global (Tygar) Latest Developments

Table 86. PrimeSource Building Products Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 87. PrimeSource Building Products Self-Adhering House Wrap Product Portfolios and Specifications

Table 88. PrimeSource Building Products Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 89. PrimeSource Building Products Main Business

Table 90. PrimeSource Building Products Latest Developments

Table 91. Benjamin Obdyke Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 92. Benjamin Obdyke Self-Adhering House Wrap Product Portfolios and Specifications

Table 93. Benjamin Obdyke Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 94. Benjamin Obdyke Main Business

Table 95. Benjamin Obdyke Latest Developments

Table 96. Henry Company Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 97. Henry Company Self-Adhering House Wrap Product Portfolios and Specifications

Table 98. Henry Company Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 99. Henry Company Main Business

Table 100. Henry Company Latest Developments

Table 101. Protecto Wrap Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 102. Protecto Wrap Self-Adhering House Wrap Product Portfolios and Specifications

Table 103. Protecto Wrap Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 104. Protecto Wrap Main Business

Table 105. Protecto Wrap Latest Developments

Table 106. GCP Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 107. GCP Self-Adhering House Wrap Product Portfolios and Specifications

Table 108. GCP Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 109. GCP Main Business

Table 110. GCP Latest Developments

Table 111. Heng Rong Materials Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 112. Heng Rong Materials Self-Adhering House Wrap Product Portfolios and Specifications

Table 113. Heng Rong Materials Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 114. Heng Rong Materials Main Business

Table 115. Heng Rong Materials Latest Developments

Table 116. Oriental Yuhong Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 117. Oriental Yuhong Self-Adhering House Wrap Product Portfolios and Specifications

Table 118. Oriental Yuhong Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 119. Oriental Yuhong Main Business

Table 120. Oriental Yuhong Latest Developments

Table 121. Dayuan Waterproff Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 122. Dayuan Waterproff Self-Adhering House Wrap Product Portfolios and Specifications

Table 123. Dayuan Waterproff Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 124. Dayuan Waterproff Main Business

Table 125. Dayuan Waterproff Latest Developments

Table 126. Seengy Basic Information, Self-Adhering House Wrap Manufacturing Base, Sales Area and Its Competitors

Table 127. Seengy Self-Adhering House Wrap Product Portfolios and Specifications

Table 128. Seengy Self-Adhering House Wrap Sales (M Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 129. Seengy Main Business

Table 130. Seengy Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of Self-Adhering House Wrap
- Figure 2. Self-Adhering House Wrap Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Self-Adhering House Wrap Sales Growth Rate 2021-2032 (M Sqm)
- Figure 7. Global Self-Adhering House Wrap Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Self-Adhering House Wrap Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Self-Adhering House Wrap Sales Market Share by Country/Region (2025)
- Figure 10. Self-Adhering House Wrap Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Polypropylene (PP)
- Figure 12. Product Picture of Polyethylene (PE)
- Figure 13. Product Picture of Others
- Figure 14. Global Self-Adhering House Wrap Sales Market Share by Type in 2026
- Figure 15. Global Self-Adhering House Wrap Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Acrylic Adhesive Self-Adhering House Wrap
- Figure 17. Product Picture of Butyl Adhesive Self-Adhering House Wrap
- Figure 18. Product Picture of Other
- Figure 19. Global Self-Adhering House Wrap Sales Market Share by Pressure-Sensitive Adhesive Type in 2026
- Figure 20. Global Self-Adhering House Wrap Revenue Market Share by Pressure-Sensitive Adhesive Type (2021-2026)
- Figure 21. Self-Adhering House Wrap Consumed in Single-Family Detached Houses
- Figure 22. Global Self-Adhering House Wrap Market: Single-Family Detached Houses (2021-2026) & (M Sqm)
- Figure 23. Self-Adhering House Wrap Consumed in Multi-Family Residential Buildings
- Figure 24. Global Self-Adhering House Wrap Market: Multi-Family Residential Buildings (2021-2026) & (M Sqm)
- Figure 25. Self-Adhering House Wrap Consumed in Others
- Figure 26. Global Self-Adhering House Wrap Market: Others (2021-2026) & (M Sqm)
- Figure 27. Global Self-Adhering House Wrap Sale Market Share by Application (2025)

Figure 28. Global Self-Adhering House Wrap Revenue Market Share by Application in 2026

Figure 29. Self-Adhering House Wrap Sales by Company in 2026 (M Sqm)

Figure 30. Global Self-Adhering House Wrap Sales Market Share by Company in 2026

Figure 31. Self-Adhering House Wrap Revenue by Company in 2026 (\$ millions)

Figure 32. Global Self-Adhering House Wrap Revenue Market Share by Company in 2026

Figure 33. Global Self-Adhering House Wrap Sales Market Share by Geographic Region (2021-2026)

Figure 34. Global Self-Adhering House Wrap Revenue Market Share by Geographic Region in 2026

Figure 35. Americas Self-Adhering House Wrap Sales 2021-2026 (M Sqm)

Figure 36. Americas Self-Adhering House Wrap Revenue 2021-2026 (\$ millions)

Figure 37. APAC Self-Adhering House Wrap Sales 2021-2026 (M Sqm)

Figure 38. APAC Self-Adhering House Wrap Revenue 2021-2026 (\$ millions)

Figure 39. Europe Self-Adhering House Wrap Sales 2021-2026 (M Sqm)

Figure 40. Europe Self-Adhering House Wrap Revenue 2021-2026 (\$ millions)

Figure 41. Middle East & Africa Self-Adhering House Wrap Sales 2021-2026 (M Sqm)

Figure 42. Middle East & Africa Self-Adhering House Wrap Revenue 2021-2026 (\$ millions)

Figure 43. Americas Self-Adhering House Wrap Sales Market Share by Country in 2026

Figure 44. Americas Self-Adhering House Wrap Revenue Market Share by Country (2021-2026)

Figure 45. Americas Self-Adhering House Wrap Sales Market Share by Type (2021-2026)

Figure 46. Americas Self-Adhering House Wrap Sales Market Share by Application (2021-2026)

Figure 47. United States Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 48. Canada Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 49. Mexico Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 50. Brazil Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 51. APAC Self-Adhering House Wrap Sales Market Share by Region in 2026

Figure 52. APAC Self-Adhering House Wrap Revenue Market Share by Region (2021-2026)

Figure 53. APAC Self-Adhering House Wrap Sales Market Share by Type (2021-2026)

Figure 54. APAC Self-Adhering House Wrap Sales Market Share by Application (2021-2026)

Figure 55. China Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)

- Figure 56. Japan Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 57. South Korea Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 58. Southeast Asia Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 59. India Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 60. Australia Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 61. China Taiwan Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 62. Europe Self-Adhering House Wrap Sales Market Share by Country in 2026
- Figure 63. Europe Self-Adhering House Wrap Revenue Market Share by Country (2021-2026)
- Figure 64. Europe Self-Adhering House Wrap Sales Market Share by Type (2021-2026)
- Figure 65. Europe Self-Adhering House Wrap Sales Market Share by Application (2021-2026)
- Figure 66. Germany Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 67. France Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 68. UK Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 69. Italy Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 70. Russia Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 71. Middle East & Africa Self-Adhering House Wrap Sales Market Share by Country (2021-2026)
- Figure 72. Middle East & Africa Self-Adhering House Wrap Sales Market Share by Type (2021-2026)
- Figure 73. Middle East & Africa Self-Adhering House Wrap Sales Market Share by Application (2021-2026)
- Figure 74. Egypt Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 75. South Africa Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 76. Israel Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 77. Turkey Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 78. GCC Countries Self-Adhering House Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 79. Manufacturing Cost Structure Analysis of Self-Adhering House Wrap in 2026
- Figure 80. Manufacturing Process Analysis of Self-Adhering House Wrap
- Figure 81. Industry Chain Structure of Self-Adhering House Wrap
- Figure 82. Channels of Distribution
- Figure 83. Global Self-Adhering House Wrap Sales Market Forecast by Region

(2027-2032)

Figure 84. Global Self-Adhering House Wrap Revenue Market Share Forecast by Region (2027-2032)

Figure 85. Global Self-Adhering House Wrap Sales Market Share Forecast by Type (2027-2032)

Figure 86. Global Self-Adhering House Wrap Revenue Market Share Forecast by Type (2027-2032)

Figure 87. Global Self-Adhering House Wrap Sales Market Share Forecast by Application (2027-2032)

Figure 88. Global Self-Adhering House Wrap Revenue Market Share Forecast by Application (2027-2032)

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