

Global Wall Covering Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G1EC7FBCA5CEN.html>

Date: October 2026

Pages: 205

Price: US\$ 3,660.00 (Single User License)

ID: G1EC7FBCA5CEN

Abstracts

The global Wall Covering market size is predicted to grow from US\$ 14674 million in 2025 to US\$ 20942 million in 2032; it is expected to grow at a CAGR of 5.2% from 2026 to 2032.

Wall covering refers to a category of interior architectural finishing materials used to cover and decorate wall surfaces, serving aesthetic, protective, and functional purposes. It includes a wide range of materials such as wallpaper, wall fabric, ceramic tiles, natural stone, wood panels, upholstered wall systems, and various functional wall panels. Beyond their decorative role, wall coverings also contribute to key performance functions such as fire resistance, durability, sound absorption, moisture protection, and environmental sustainability. In modern architecture and interior design systems, wall covering has evolved from a purely decorative material into a multidisciplinary product category that integrates material science, industrial design, and spatial aesthetics, and is widely used in residential, commercial, hospitality, and public infrastructure environments.

From a long-term structural perspective of the global building materials and interior design industry, the wall covering market exhibits a dual-track structure consisting of a mature, replacement-driven base market and a structurally upgrading growth segment. In developed economies such as Europe, the United States, and Japan, traditional wallpaper, wall fabrics, and basic decorative wall finishes have entered a phase of low growth but high stability, where demand is primarily driven by residential renovation cycles, commercial space refurbishment, and iterative upgrades in hospitality and office environments rather than new construction. As a result, the market is highly dependent on existing real estate stock and design cycles, showing clear cyclical behavior and limited organic growth. In addition, due to continuously evolving consumer aesthetics

and rapidly changing design trends, wall covering products are strongly design-driven, with competition concentrated in design innovation capability, product refresh speed, and distribution reach rather than pure manufacturing cost advantages.

At the same time, another key growth trajectory comes from the structural upgrade toward functional and high-performance wall covering materials. With stricter building standards and the widespread adoption of green building principles, wall finishing materials are increasingly shifting from purely decorative applications toward a hybrid model combining aesthetics and functional performance. In particular, commercial real estate, hospitality, healthcare, and educational infrastructure projects now prioritize requirements such as fire resistance ratings, antibacterial properties, acoustic performance, environmental certifications, and durability standards in procurement decisions. This trend is driving rapid growth in metal wall systems, acoustic fabric panels, eco-friendly cork materials, and high-performance composite wall panels, gradually transforming the industry into a hybrid field combining material science and engineering applications.

In emerging markets such as China, Southeast Asia, the Middle East, and parts of Latin America, the wall covering industry is still in a phase of rapid expansion, primarily driven by urbanization, rising income levels, and middle-class consumption upgrades. However, market structure remains largely price-driven and distribution-led, with relatively low penetration of high-end design brands. As these markets gradually transition into a post-urbanization, stock-driven housing phase, future demand structures are expected to shift from new-build expansion toward renovation and upgrade cycles, increasingly converging with the structural characteristics of mature markets.

From a competitive landscape perspective, the wall covering industry is characterized by low purchase frequency, strong project-based demand, and significant market segmentation. The low-end segment is dominated by standardized products and cost competition, the mid-tier segment relies heavily on distribution efficiency and supply chain capabilities, while the high-end segment is primarily defined by design capability, brand premium, and access to large-scale project pipelines. Over the long term, competitive advantage in this industry is shifting from manufacturing capacity alone toward a more integrated capability set that includes design innovation, project execution, and global supply chain management. As a result, brand lifecycles tend to be relatively long, and industry turnover rates remain low compared to more consumer-driven sectors.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Wall Covering 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 Wall Covering.

This report presents a comprehensive overview, market shares, and growth opportunities of Wall Covering market by product type, application, key players and key regions and countries.

Segmentation by Type:

Wallpaper

Rigid Wall Covering

Fabric Wall Covering

Others

Segmentation by Sales Channel:

Online Sales

Offline Sales

Segmentation by Functional:

Decorative

Functional

Durable

Segmentation by Application:

Residential

Commercial

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 analyzing the company's coverage, product portfolio, its market penetration.

Asheu

Sangetsu Co., Ltd.

A.S. Cr?ation

Lilycolor

York Wallpapers

PAMESA

Marburg

Shin Han Wall Covering

Zambaiti Parati

Brewster Home Fashions

Walker Greenbank Group

RICCHETTI GROUP

Belite Ceramics

COOP. CERAMICA IMOLA GROUP

Riyadh Ceramics

Iris Ceramica

Crossville, Inc.

GOLD ART CERAMICA GROUP

MBCI

MDCwall

Robert Allen

GKD Metal Fabrics

CORKSRIBAS

Zandurcork

We Cork

FormWood

Yulan

Euroart

Uniwal

TOPLI

Grammy

Rainbow

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 Wall Covering Market Size (2021-2032)
 - 2.1.2 Wall Covering Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Wall Covering by Country/Region (2021, 2025 & 2032)
- 2.2 Wall Covering Segment by Type
 - 2.2.1 Wallpaper
 - 2.2.2 Rigid Wall Covering
 - 2.2.3 Fabric Wall Covering
 - 2.2.4 Others
 - 2.2.5 Wall Covering Market Size by Type
 - 2.2.5.1 Wall Covering Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.5.2 Global Wall Covering Market Size Market Share by Type (2021-2026)
- 2.3 Wall Covering Segment by Sales Channel
 - 2.3.1 Online Sales
 - 2.3.2 Offline Sales
 - 2.3.3 Wall Covering Market Size by Sales Channel
 - 2.3.3.1 Wall Covering Market Size CAGR by Sales Channel (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global Wall Covering Market Size Market Share by Sales Channel (2021-2026)
- 2.4 Wall Covering Segment by Functional
 - 2.4.1 Decorative
 - 2.4.2 Functional
 - 2.4.3 Durable

2.4.4 Wall Covering Market Size by Functional

2.4.4.1 Wall Covering Market Size CAGR by Functional (2021 VS 2025 VS 2032)

2.4.4.2 Global Wall Covering Market Size Market Share by Functional (2021-2026)

2.5 Wall Covering Segment by Application

2.5.1 Residential

2.5.2 Commercial

2.5.3 Wall Covering Market Size by Application

2.5.3.1 Wall Covering Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.3.2 Global Wall Covering Market Size Market Share by Application (2021-2026)

3 WALL COVERING MARKET SIZE BY PLAYER

3.1 Wall Covering Market Size Market Share by Player

3.1.1 Global Wall Covering Revenue by Player (2021-2026)

3.1.2 Global Wall Covering Revenue Market Share by Player (2021-2026)

3.2 Global Wall Covering Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

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

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 WALL COVERING BY REGION

4.1 Wall Covering Market Size by Region (2021-2026)

4.2 Global Wall Covering Annual Revenue by Country/Region (2021-2026)

4.3 Americas Wall Covering Market Size Growth (2021-2026)

4.4 APAC Wall Covering Market Size Growth (2021-2026)

4.5 Europe Wall Covering Market Size Growth (2021-2026)

4.6 Middle East & Africa Wall Covering Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Wall Covering Market Size by Country (2021-2026)

5.2 Americas Wall Covering Market Size by Type (2021-2026)

5.3 Americas Wall Covering Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Wall Covering Market Size by Region (2021-2026)

6.2 APAC Wall Covering Market Size by Type (2021-2026)

6.3 APAC Wall Covering Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Wall Covering Market Size by Country (2021-2026)

7.2 Europe Wall Covering Market Size by Type (2021-2026)

7.3 Europe Wall Covering Market Size 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 Wall Covering by Region (2021-2026)

8.2 Middle East & Africa Wall Covering Market Size by Type (2021-2026)

8.3 Middle East & Africa Wall Covering Market Size 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 GLOBAL WALL COVERING MARKET FORECAST

10.1 Global Wall Covering Forecast by Region (2027-2032)

10.1.1 Global Wall Covering Forecast by Region (2027-2032)

10.1.2 Americas Wall Covering Forecast

10.1.3 APAC Wall Covering Forecast

10.1.4 Europe Wall Covering Forecast

10.1.5 Middle East & Africa Wall Covering Forecast

10.2 Americas Wall Covering Forecast by Country (2027-2032)

10.2.1 United States Market Wall Covering Forecast

10.2.2 Canada Market Wall Covering Forecast

10.2.3 Mexico Market Wall Covering Forecast

10.2.4 Brazil Market Wall Covering Forecast

10.3 APAC Wall Covering Forecast by Region (2027-2032)

10.3.1 China Wall Covering Market Forecast

10.3.2 Japan Market Wall Covering Forecast

10.3.3 Korea Market Wall Covering Forecast

10.3.4 Southeast Asia Market Wall Covering Forecast

10.3.5 India Market Wall Covering Forecast

10.3.6 Australia Market Wall Covering Forecast

10.4 Europe Wall Covering Forecast by Country (2027-2032)

10.4.1 Germany Market Wall Covering Forecast

10.4.2 France Market Wall Covering Forecast

10.4.3 UK Market Wall Covering Forecast

10.4.4 Italy Market Wall Covering Forecast

10.4.5 Russia Market Wall Covering Forecast

10.5 Middle East & Africa Wall Covering Forecast by Region (2027-2032)

10.5.1 Egypt Market Wall Covering Forecast

10.5.2 South Africa Market Wall Covering Forecast

10.5.3 Israel Market Wall Covering Forecast

10.5.4 Turkey Market Wall Covering Forecast

10.6 Global Wall Covering Forecast by Type (2027-2032)

10.7 Global Wall Covering Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Wall Covering Forecast

11 KEY PLAYERS ANALYSIS

11.1 Asheu

11.1.1 Asheu Company Information

11.1.2 Asheu Wall Covering Product Offered

11.1.3 Asheu Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Asheu Main Business Overview

11.1.5 Asheu Latest Developments

11.2 Sangetsu Co., Ltd.

11.2.1 Sangetsu Co., Ltd. Company Information

11.2.2 Sangetsu Co., Ltd. Wall Covering Product Offered

11.2.3 Sangetsu Co., Ltd. Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 Sangetsu Co., Ltd. Main Business Overview

11.2.5 Sangetsu Co., Ltd. Latest Developments

11.3 A.S. Cr?ation

11.3.1 A.S. Cr?ation Company Information

11.3.2 A.S. Cr?ation Wall Covering Product Offered

11.3.3 A.S. Cr?ation Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 A.S. Cr?ation Main Business Overview

11.3.5 A.S. Cr?ation Latest Developments

11.4 Lilycolor

11.4.1 Lilycolor Company Information

11.4.2 Lilycolor Wall Covering Product Offered

11.4.3 Lilycolor Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Lilycolor Main Business Overview

11.4.5 Lilycolor Latest Developments

11.5 York Wallpapers

11.5.1 York Wallpapers Company Information

11.5.2 York Wallpapers Wall Covering Product Offered

11.5.3 York Wallpapers Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 York Wallpapers Main Business Overview

11.5.5 York Wallpapers Latest Developments

11.6 PAMESA

11.6.1 PAMESA Company Information

11.6.2 PAMESA Wall Covering Product Offered

11.6.3 PAMESA Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

- 11.6.4 PAMESA Main Business Overview
- 11.6.5 PAMESA Latest Developments
- 11.7 Marburg
 - 11.7.1 Marburg Company Information
 - 11.7.2 Marburg Wall Covering Product Offered
 - 11.7.3 Marburg Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Marburg Main Business Overview
 - 11.7.5 Marburg Latest Developments
- 11.8 Shin Han Wall Covering
 - 11.8.1 Shin Han Wall Covering Company Information
 - 11.8.2 Shin Han Wall Covering Wall Covering Product Offered
 - 11.8.3 Shin Han Wall Covering Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 Shin Han Wall Covering Main Business Overview
 - 11.8.5 Shin Han Wall Covering Latest Developments
- 11.9 Zambaiti Parati
 - 11.9.1 Zambaiti Parati Company Information
 - 11.9.2 Zambaiti Parati Wall Covering Product Offered
 - 11.9.3 Zambaiti Parati Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 Zambaiti Parati Main Business Overview
 - 11.9.5 Zambaiti Parati Latest Developments
- 11.10 Brewster Home Fashions
 - 11.10.1 Brewster Home Fashions Company Information
 - 11.10.2 Brewster Home Fashions Wall Covering Product Offered
 - 11.10.3 Brewster Home Fashions Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 Brewster Home Fashions Main Business Overview
 - 11.10.5 Brewster Home Fashions Latest Developments
- 11.11 Walker Greenbank Group
 - 11.11.1 Walker Greenbank Group Company Information
 - 11.11.2 Walker Greenbank Group Wall Covering Product Offered
 - 11.11.3 Walker Greenbank Group Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.11.4 Walker Greenbank Group Main Business Overview
 - 11.11.5 Walker Greenbank Group Latest Developments
- 11.12 RICCHETTI GROUP
 - 11.12.1 RICCHETTI GROUP Company Information
 - 11.12.2 RICCHETTI GROUP Wall Covering Product Offered

11.12.3 RICCHETTI GROUP Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.12.4 RICCHETTI GROUP Main Business Overview

11.12.5 RICCHETTI GROUP Latest Developments

11.13 Belite Ceramics

11.13.1 Belite Ceramics Company Information

11.13.2 Belite Ceramics Wall Covering Product Offered

11.13.3 Belite Ceramics Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.13.4 Belite Ceramics Main Business Overview

11.13.5 Belite Ceramics Latest Developments

11.14 COOP. CERAMICA IMOLA GROUP

11.14.1 COOP. CERAMICA IMOLA GROUP Company Information

11.14.2 COOP. CERAMICA IMOLA GROUP Wall Covering Product Offered

11.14.3 COOP. CERAMICA IMOLA GROUP Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.14.4 COOP. CERAMICA IMOLA GROUP Main Business Overview

11.14.5 COOP. CERAMICA IMOLA GROUP Latest Developments

11.15 Riyadh Ceramics

11.15.1 Riyadh Ceramics Company Information

11.15.2 Riyadh Ceramics Wall Covering Product Offered

11.15.3 Riyadh Ceramics Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.15.4 Riyadh Ceramics Main Business Overview

11.15.5 Riyadh Ceramics Latest Developments

11.16 Iris Ceramica

11.16.1 Iris Ceramica Company Information

11.16.2 Iris Ceramica Wall Covering Product Offered

11.16.3 Iris Ceramica Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.16.4 Iris Ceramica Main Business Overview

11.16.5 Iris Ceramica Latest Developments

11.17 Crossville, Inc.

11.17.1 Crossville, Inc. Company Information

11.17.2 Crossville, Inc. Wall Covering Product Offered

11.17.3 Crossville, Inc. Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.17.4 Crossville, Inc. Main Business Overview

11.17.5 Crossville, Inc. Latest Developments

11.18 GOLD ART CERAMICA GROUP

11.18.1 GOLD ART CERAMICA GROUP Company Information

11.18.2 GOLD ART CERAMICA GROUP Wall Covering Product Offered

11.18.3 GOLD ART CERAMICA GROUP Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.18.4 GOLD ART CERAMICA GROUP Main Business Overview

11.18.5 GOLD ART CERAMICA GROUP Latest Developments

11.19 MBCI

11.19.1 MBCI Company Information

11.19.2 MBCI Wall Covering Product Offered

11.19.3 MBCI Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.19.4 MBCI Main Business Overview

11.19.5 MBCI Latest Developments

11.20 MDCwall

11.20.1 MDCwall Company Information

11.20.2 MDCwall Wall Covering Product Offered

11.20.3 MDCwall Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.20.4 MDCwall Main Business Overview

11.20.5 MDCwall Latest Developments

11.21 Robert Allen

11.21.1 Robert Allen Company Information

11.21.2 Robert Allen Wall Covering Product Offered

11.21.3 Robert Allen Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.21.4 Robert Allen Main Business Overview

11.21.5 Robert Allen Latest Developments

11.22 GKD Metal Fabrics

11.22.1 GKD Metal Fabrics Company Information

11.22.2 GKD Metal Fabrics Wall Covering Product Offered

11.22.3 GKD Metal Fabrics Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.22.4 GKD Metal Fabrics Main Business Overview

11.22.5 GKD Metal Fabrics Latest Developments

11.23 CORKSRIBAS

11.23.1 CORKSRIBAS Company Information

11.23.2 CORKSRIBAS Wall Covering Product Offered

11.23.3 CORKSRIBAS Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

- 11.23.4 CORKSRIBAS Main Business Overview
- 11.23.5 CORKSRIBAS Latest Developments
- 11.24 Zandurcork
 - 11.24.1 Zandurcork Company Information
 - 11.24.2 Zandurcork Wall Covering Product Offered
 - 11.24.3 Zandurcork Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.24.4 Zandurcork Main Business Overview
 - 11.24.5 Zandurcork Latest Developments
- 11.25 We Cork
 - 11.25.1 We Cork Company Information
 - 11.25.2 We Cork Wall Covering Product Offered
 - 11.25.3 We Cork Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.25.4 We Cork Main Business Overview
 - 11.25.5 We Cork Latest Developments
- 11.26 FormWood
 - 11.26.1 FormWood Company Information
 - 11.26.2 FormWood Wall Covering Product Offered
 - 11.26.3 FormWood Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.26.4 FormWood Main Business Overview
 - 11.26.5 FormWood Latest Developments
- 11.27 Yulan
 - 11.27.1 Yulan Company Information
 - 11.27.2 Yulan Wall Covering Product Offered
 - 11.27.3 Yulan Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.27.4 Yulan Main Business Overview
 - 11.27.5 Yulan Latest Developments
- 11.28 Euroart
 - 11.28.1 Euroart Company Information
 - 11.28.2 Euroart Wall Covering Product Offered
 - 11.28.3 Euroart Wall Covering Revenue, Gross Margin and Market Share (2021-2026)
 - 11.28.4 Euroart Main Business Overview
 - 11.28.5 Euroart Latest Developments
- 11.29 Uniwal
 - 11.29.1 Uniwal Company Information
 - 11.29.2 Uniwal Wall Covering Product Offered
 - 11.29.3 Uniwal Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.29.4 Uniwal Main Business Overview

11.29.5 Uniwal Latest Developments

11.30 TOPLI

11.30.1 TOPLI Company Information

11.30.2 TOPLI Wall Covering Product Offered

11.30.3 TOPLI Wall Covering Revenue, Gross Margin and Market Share (2021-2026)

11.30.4 TOPLI Main Business Overview

11.30.5 TOPLI Latest Developments

11.31 Grammy

11.31.1 Grammy Company Information

11.31.2 Grammy Wall Covering Product Offered

11.31.3 Grammy Wall Covering Revenue, Gross Margin and Market Share
(2021-2026)

11.31.4 Grammy Main Business Overview

11.31.5 Grammy Latest Developments

11.32 Rainbow

11.32.1 Rainbow Company Information

11.32.2 Rainbow Wall Covering Product Offered

11.32.3 Rainbow Wall Covering Revenue, Gross Margin and Market Share
(2021-2026)

11.32.4 Rainbow Main Business Overview

11.32.5 Rainbow Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Wall Covering Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Wall Covering Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Wallpaper

Table 4. Major Players of Rigid Wall Covering

Table 5. Major Players of Fabric Wall Covering

Table 6. Major Players of Others

Table 7. Wall Covering Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 8. Global Wall Covering Market Size by Type (2021-2026) & (\$ millions)

Table 9. Global Wall Covering Market Size Market Share by Type (2021-2026)

Table 10. Major Players of Online Sales

Table 11. Major Players of Offline Sales

Table 12. Wall Covering Market Size CAGR by Sales Channel (2021 VS 2025 VS 2032) & (\$ millions)

Table 13. Global Wall Covering Market Size by Sales Channel (2021-2026) & (\$ millions)

Table 14. Global Wall Covering Market Size Market Share by Sales Channel (2021-2026)

Table 15. Major Players of Decorative

Table 16. Major Players of Functional

Table 17. Major Players of Durable

Table 18. Wall Covering Market Size CAGR by Functional (2021 VS 2025 VS 2032) & (\$ millions)

Table 19. Global Wall Covering Market Size by Functional (2021-2026) & (\$ millions)

Table 20. Global Wall Covering Market Size Market Share by Functional (2021-2026)

Table 21. Wall Covering Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 22. Global Wall Covering Market Size by Application (2021-2026) & (\$ millions)

Table 23. Global Wall Covering Market Size Market Share by Application (2021-2026)

Table 24. Global Wall Covering Revenue by Player (2021-2026) & (\$ millions)

Table 25. Global Wall Covering Revenue Market Share by Player (2021-2026)

Table 26. Wall Covering Key Players Head office and Products Offered

Table 27. Wall Covering Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 28. New Products and Potential Entrants

Table 29. Mergers & Acquisitions, Expansion

Table 30. Global Wall Covering Market Size by Region (2021-2026) & (\$ millions)

Table 31. Global Wall Covering Market Size Market Share by Region (2021-2026)

Table 32. Global Wall Covering Revenue by Country/Region (2021-2026) & (\$ millions)

Table 33. Global Wall Covering Revenue Market Share by Country/Region (2021-2026)

Table 34. Americas Wall Covering Market Size by Country (2021-2026) & (\$ millions)

Table 35. Americas Wall Covering Market Size Market Share by Country (2021-2026)

Table 36. Americas Wall Covering Market Size by Type (2021-2026) & (\$ millions)

Table 37. Americas Wall Covering Market Size Market Share by Type (2021-2026)

Table 38. Americas Wall Covering Market Size by Application (2021-2026) & (\$ millions)

Table 39. Americas Wall Covering Market Size Market Share by Application
(2021-2026)

Table 40. APAC Wall Covering Market Size by Region (2021-2026) & (\$ millions)

Table 41. APAC Wall Covering Market Size Market Share by Region (2021-2026)

Table 42. APAC Wall Covering Market Size by Type (2021-2026) & (\$ millions)

Table 43. APAC Wall Covering Market Size by Application (2021-2026) & (\$ millions)

Table 44. Europe Wall Covering Market Size by Country (2021-2026) & (\$ millions)

Table 45. Europe Wall Covering Market Size Market Share by Country (2021-2026)

Table 46. Europe Wall Covering Market Size by Type (2021-2026) & (\$ millions)

Table 47. Europe Wall Covering Market Size by Application (2021-2026) & (\$ millions)

Table 48. Middle East & Africa Wall Covering Market Size by Region (2021-2026) & (\$
millions)

Table 49. Middle East & Africa Wall Covering Market Size by Type (2021-2026) & (\$
millions)

Table 50. Middle East & Africa Wall Covering Market Size by Application (2021-2026) &
(\$ millions)

Table 51. Key Market Drivers & Growth Opportunities of Wall Covering

Table 52. Key Market Challenges & Risks of Wall Covering

Table 53. Key Industry Trends of Wall Covering

Table 54. Global Wall Covering Market Size Forecast by Region (2027-2032) & (\$
millions)

Table 55. Global Wall Covering Market Size Market Share Forecast by Region
(2027-2032)

Table 56. Global Wall Covering Market Size Forecast by Type (2027-2032) & (\$
millions)

Table 57. Global Wall Covering Market Size Forecast by Application (2027-2032) & (\$
millions)

Table 58. Asheu Details, Company Type, Wall Covering Area Served and Its

Competitors

Table 59. Asheu Wall Covering Product Offered

Table 60. Asheu Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 61. Asheu Main Business

Table 62. Asheu Latest Developments

Table 63. Sangetsu Co., Ltd. Details, Company Type, Wall Covering Area Served and Its Competitors

Table 64. Sangetsu Co., Ltd. Wall Covering Product Offered

Table 65. Sangetsu Co., Ltd. Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 66. Sangetsu Co., Ltd. Main Business

Table 67. Sangetsu Co., Ltd. Latest Developments

Table 68. A.S. Cr?ation Details, Company Type, Wall Covering Area Served and Its Competitors

Table 69. A.S. Cr?ation Wall Covering Product Offered

Table 70. A.S. Cr?ation Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 71. A.S. Cr?ation Main Business

Table 72. A.S. Cr?ation Latest Developments

Table 73. Lilycolor Details, Company Type, Wall Covering Area Served and Its Competitors

Table 74. Lilycolor Wall Covering Product Offered

Table 75. Lilycolor Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 76. Lilycolor Main Business

Table 77. Lilycolor Latest Developments

Table 78. York Wallpapers Details, Company Type, Wall Covering Area Served and Its Competitors

Table 79. York Wallpapers Wall Covering Product Offered

Table 80. York Wallpapers Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 81. York Wallpapers Main Business

Table 82. York Wallpapers Latest Developments

Table 83. PAMESA Details, Company Type, Wall Covering Area Served and Its Competitors

Table 84. PAMESA Wall Covering Product Offered

Table 85. PAMESA Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 86. PAMESA Main Business

Table 87. PAMESA Latest Developments

Table 88. Marburg Details, Company Type, Wall Covering Area Served and Its Competitors

Table 89. Marburg Wall Covering Product Offered

Table 90. Marburg Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 91. Marburg Main Business

Table 92. Marburg Latest Developments

Table 93. Shin Han Wall Covering Details, Company Type, Wall Covering Area Served and Its Competitors

Table 94. Shin Han Wall Covering Wall Covering Product Offered

Table 95. Shin Han Wall Covering Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 96. Shin Han Wall Covering Main Business

Table 97. Shin Han Wall Covering Latest Developments

Table 98. Zambaiti Parati Details, Company Type, Wall Covering Area Served and Its Competitors

Table 99. Zambaiti Parati Wall Covering Product Offered

Table 100. Zambaiti Parati Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 101. Zambaiti Parati Main Business

Table 102. Zambaiti Parati Latest Developments

Table 103. Brewster Home Fashions Details, Company Type, Wall Covering Area Served and Its Competitors

Table 104. Brewster Home Fashions Wall Covering Product Offered

Table 105. Brewster Home Fashions Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 106. Brewster Home Fashions Main Business

Table 107. Brewster Home Fashions Latest Developments

Table 108. Walker Greenbank Group Details, Company Type, Wall Covering Area Served and Its Competitors

Table 109. Walker Greenbank Group Wall Covering Product Offered

Table 110. Walker Greenbank Group Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 111. Walker Greenbank Group Main Business

Table 112. Walker Greenbank Group Latest Developments

Table 113. RICCHETTI GROUP Details, Company Type, Wall Covering Area Served and Its Competitors

Table 114. RICCHETTI GROUP Wall Covering Product Offered

Table 115. RICCHETTI GROUP Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 116. RICCHETTI GROUP Main Business

Table 117. RICCHETTI GROUP Latest Developments

Table 118. Belite Ceramics Details, Company Type, Wall Covering Area Served and Its Competitors

Table 119. Belite Ceramics Wall Covering Product Offered

Table 120. Belite Ceramics Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 121. Belite Ceramics Main Business

Table 122. Belite Ceramics Latest Developments

Table 123. COOP. CERAMICA IMOLA GROUP Details, Company Type, Wall Covering Area Served and Its Competitors

Table 124. COOP. CERAMICA IMOLA GROUP Wall Covering Product Offered

Table 125. COOP. CERAMICA IMOLA GROUP Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 126. COOP. CERAMICA IMOLA GROUP Main Business

Table 127. COOP. CERAMICA IMOLA GROUP Latest Developments

Table 128. Riyadh Ceramics Details, Company Type, Wall Covering Area Served and Its Competitors

Table 129. Riyadh Ceramics Wall Covering Product Offered

Table 130. Riyadh Ceramics Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 131. Riyadh Ceramics Main Business

Table 132. Riyadh Ceramics Latest Developments

Table 133. Iris Ceramica Details, Company Type, Wall Covering Area Served and Its Competitors

Table 134. Iris Ceramica Wall Covering Product Offered

Table 135. Iris Ceramica Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 136. Iris Ceramica Main Business

Table 137. Iris Ceramica Latest Developments

Table 138. Crossville, Inc. Details, Company Type, Wall Covering Area Served and Its Competitors

Table 139. Crossville, Inc. Wall Covering Product Offered

Table 140. Crossville, Inc. Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 141. Crossville, Inc. Main Business

Table 142. Crossville, Inc. Latest Developments

Table 143. GOLD ART CERAMICA GROUP Details, Company Type, Wall Covering Area Served and Its Competitors

Table 144. GOLD ART CERAMICA GROUP Wall Covering Product Offered

Table 145. GOLD ART CERAMICA GROUP Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 146. GOLD ART CERAMICA GROUP Main Business

Table 147. GOLD ART CERAMICA GROUP Latest Developments

Table 148. MBCI Details, Company Type, Wall Covering Area Served and Its Competitors

Table 149. MBCI Wall Covering Product Offered

Table 150. MBCI Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 151. MBCI Main Business

Table 152. MBCI Latest Developments

Table 153. MDCwall Details, Company Type, Wall Covering Area Served and Its Competitors

Table 154. MDCwall Wall Covering Product Offered

Table 155. MDCwall Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 156. MDCwall Main Business

Table 157. MDCwall Latest Developments

Table 158. Robert Allen Details, Company Type, Wall Covering Area Served and Its Competitors

Table 159. Robert Allen Wall Covering Product Offered

Table 160. Robert Allen Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 161. Robert Allen Main Business

Table 162. Robert Allen Latest Developments

Table 163. GKD Metal Fabrics Details, Company Type, Wall Covering Area Served and Its Competitors

Table 164. GKD Metal Fabrics Wall Covering Product Offered

Table 165. GKD Metal Fabrics Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 166. GKD Metal Fabrics Main Business

Table 167. GKD Metal Fabrics Latest Developments

Table 168. CORKSRIBAS Details, Company Type, Wall Covering Area Served and Its Competitors

Table 169. CORKSRIBAS Wall Covering Product Offered

Table 170. CORKSRIBAS Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 171. CORKSRIBAS Main Business

Table 172. CORKSRIBAS Latest Developments

Table 173. Zandurcork Details, Company Type, Wall Covering Area Served and Its Competitors

Table 174. Zandurcork Wall Covering Product Offered

Table 175. Zandurcork Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 176. Zandurcork Main Business

Table 177. Zandurcork Latest Developments

Table 178. We Cork Details, Company Type, Wall Covering Area Served and Its Competitors

Table 179. We Cork Wall Covering Product Offered

Table 180. We Cork Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 181. We Cork Main Business

Table 182. We Cork Latest Developments

Table 183. FormWood Details, Company Type, Wall Covering Area Served and Its Competitors

Table 184. FormWood Wall Covering Product Offered

Table 185. FormWood Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 186. FormWood Main Business

Table 187. FormWood Latest Developments

Table 188. Yulan Details, Company Type, Wall Covering Area Served and Its Competitors

Table 189. Yulan Wall Covering Product Offered

Table 190. Yulan Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 191. Yulan Main Business

Table 192. Yulan Latest Developments

Table 193. Euroart Details, Company Type, Wall Covering Area Served and Its Competitors

Table 194. Euroart Wall Covering Product Offered

Table 195. Euroart Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 196. Euroart Main Business

Table 197. Euroart Latest Developments

Table 198. Uniwal Details, Company Type, Wall Covering Area Served and Its Competitors

Table 199. Uniwal Wall Covering Product Offered

Table 200. Uniwal Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 201. Uniwal Main Business

Table 202. Uniwal Latest Developments

Table 203. TOPLI Details, Company Type, Wall Covering Area Served and Its Competitors

Table 204. TOPLI Wall Covering Product Offered

Table 205. TOPLI Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 206. TOPLI Main Business

Table 207. TOPLI Latest Developments

Table 208. Grammy Details, Company Type, Wall Covering Area Served and Its Competitors

Table 209. Grammy Wall Covering Product Offered

Table 210. Grammy Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 211. Grammy Main Business

Table 212. Grammy Latest Developments

Table 213. Rainbow Details, Company Type, Wall Covering Area Served and Its Competitors

Table 214. Rainbow Wall Covering Product Offered

Table 215. Rainbow Wall Covering Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 216. Rainbow Main Business

Table 217. Rainbow Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Wall Covering Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Wall Covering Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Wall Covering Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Wall Covering Sales Market Share by Country/Region (2025)
- Figure 8. Wall Covering Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Wall Covering Market Size Market Share by Type in 2025
- Figure 10. Global Wall Covering Market Size Market Share by Sales Channel in 2025
- Figure 11. Global Wall Covering Market Size Market Share by Functional in 2025
- Figure 12. Wall Covering in Residential
- Figure 13. Global Wall Covering Market: Residential (2021-2026) & (\$ millions)
- Figure 14. Wall Covering in Commercial
- Figure 15. Global Wall Covering Market: Commercial (2021-2026) & (\$ millions)
- Figure 16. Global Wall Covering Market Size Market Share by Application in 2025
- Figure 17. Global Wall Covering Revenue Market Share by Player in 2025
- Figure 18. Global Wall Covering Market Size Market Share by Region (2021-2026)
- Figure 19. Americas Wall Covering Market Size 2021-2026 (\$ millions)
- Figure 20. APAC Wall Covering Market Size 2021-2026 (\$ millions)
- Figure 21. Europe Wall Covering Market Size 2021-2026 (\$ millions)
- Figure 22. Middle East & Africa Wall Covering Market Size 2021-2026 (\$ millions)
- Figure 23. Americas Wall Covering Value Market Share by Country in 2025
- Figure 24. United States Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 25. Canada Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 26. Mexico Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 27. Brazil Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 28. APAC Wall Covering Market Size Market Share by Region in 2025
- Figure 29. APAC Wall Covering Market Size Market Share by Type (2021-2026)
- Figure 30. APAC Wall Covering Market Size Market Share by Application (2021-2026)
- Figure 31. China Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 32. Japan Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 33. South Korea Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 34. Southeast Asia Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 35. India Wall Covering Market Size Growth 2021-2026 (\$ millions)

- Figure 36. Australia Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 37. Europe Wall Covering Market Size Market Share by Country in 2025
- Figure 38. Europe Wall Covering Market Size Market Share by Type (2021-2026)
- Figure 39. Europe Wall Covering Market Size Market Share by Application (2021-2026)
- Figure 40. Germany Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 41. France Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 42. UK Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 43. Italy Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 44. Russia Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 45. Middle East & Africa Wall Covering Market Size Market Share by Region (2021-2026)
- Figure 46. Middle East & Africa Wall Covering Market Size Market Share by Type (2021-2026)
- Figure 47. Middle East & Africa Wall Covering Market Size Market Share by Application (2021-2026)
- Figure 48. Egypt Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 49. South Africa Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 50. Israel Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 51. Turkey Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 52. GCC Countries Wall Covering Market Size Growth 2021-2026 (\$ millions)
- Figure 53. Americas Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 54. APAC Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 55. Europe Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 56. Middle East & Africa Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 57. United States Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 58. Canada Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 59. Mexico Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 60. Brazil Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 61. China Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 62. Japan Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 63. Korea Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 64. Southeast Asia Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 65. India Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 66. Australia Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 67. Germany Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 68. France Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 69. UK Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 70. Italy Wall Covering Market Size 2027-2032 (\$ millions)
- Figure 71. Russia Wall Covering Market Size 2027-2032 (\$ millions)

Figure 72. Egypt Wall Covering Market Size 2027-2032 (\$ millions)

Figure 73. South Africa Wall Covering Market Size 2027-2032 (\$ millions)

Figure 74. Israel Wall Covering Market Size 2027-2032 (\$ millions)

Figure 75. Turkey Wall Covering Market Size 2027-2032 (\$ millions)

Figure 76. Global Wall Covering Market Size Market Share Forecast by Type
(2027-2032)

Figure 77. Global Wall Covering Market Size Market Share Forecast by Application
(2027-2032)

Figure 78. GCC Countries Wall Covering Market Size 2027-2032 (\$ millions)

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