

# **Digitally Printed Wallpaper Market by Printing Technology (Inkjet, Electrophotography), Substrate (Nonwoven, Vinyl, Paper), End-Use Sector (Non-Residential, Residential, Automotive & Transportation) and Region - Global Forecast to 2027**

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## **Abstracts**

The global digitally printed wallpaper market is projected to grow from USD 4.7 billion and is projected to reach USD 13.1 billion by 2027, at a CAGR of 22.4% from 2022 to 2027. Growth of the market is primarily triggered by the increase in demand for digital technology in wallpapers and the growing trends in interior decoration in the residential and non-residential sectors.

“Vinyl segment to be the second largest substrate of digitally printed wallpaper ”

The market for digitally printed wallpaper is projected to witness strong growth in the vinyl segment due to the vast applications. This segment is projected to grow at a CAGR of 21.3% during the forecast period. Factors such as high durability and easy maintenance coupled with lower cost boost the demand for vinyl wallpaper, mainly in emerging economies.

“Residential to be the second-largest segment during the forecast period.”

The growing demand for residential construction due to rapid urbanization and rise in the number of housing renovation & remodeling activities, along with the increase in disposable income levels are propelling the growth of the digitally printed wallpaper market in the residential sector.

“Europe to be the second-largest market for digitally printed wallpaper ”

Europe is the second-largest market for digitally printed wallpaper, in terms of value, in 2021. The market in Europe is driven by innovation. It has a significant number of existing manufacturers who are actively participating in development activities, especially in expansions and acquisitions. The region is home to major technical foam manufacturers, such as A.S. Creation Tapeten AG (Germany), Muraspec Group (UK), Tapetenfabrik Gebr. Rasch GmbH & Co. KG (Germany), MX Display (UK), Graham & Brown (UK), and McRobb Display Ltd. (UK).

This study has been validated through primaries conducted with various industry experts worldwide. These primary sources have been divided into 3 categories, namely by company, by designation, and by region.

By Company- Tier 1 – 40%, Tier 2– 30%, Tier 3 – 40%

By Designation- Directors – 30%, CXOs – 30%, Others– 40%

By Region- North America- 20%, Europe- 20%, Asia Pacific- 40%, and Rest of World - 20%

The digitally printed wallpaper market comprises major manufacturers, The key players in the digitally printed wallpaper market are A.S. Creation Tapeten AG (Germany), Muraspec Group (UK), Tapetenfabrik Gebr. Rasch GmbH & Co. KG (Germany), MX Display (UK), 4Walls (US) Flavor Paper (US), The Printed Wallpaper Company (UK), Hollywood Monster (UK), and Great Wall Custom Coverings (US) and among others. The study includes an in-depth competitive analysis of these key players in the digitally printed wallpaper market, with their company profiles, and key market strategies.

#### Research Coverage:

The report covers the digitally printed wallpaper market based on by printing technology (inkjet, electrophotography), by substrate (nonwoven, vinyl, paper), by end-use sector (non-residential, residential, automotive & transportation) and by region. The report also provides a comprehensive review of market drivers, restraints, opportunities, and challenges in the digitally printed wallpaper market. The report also covers qualitative aspects in addition to the quantitative aspects of these markets.

#### Key Benefits of Buying the Report:

*Digitally Printed Wallpaper Market by Printing Technology (Inkjet, Electrophotography), Substrate (Nonwoven, V...*

The report will help the leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall market and the sub-segments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market.

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\*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM view, Right to win, Strategic choices, Weakness/competitive threats might not be captured in case of unlisted companies.

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