

Decor Paper Market Forecasts to 2030 – Global Analysis By Type (Standard Decor Paper, Printed Decor Paper, Overlay Paper, Metalized Paper, Embossed Decor Paper, Imitation Decor Paper and Other Types), Coating Type, Technology, Application, End User and By Geography

<https://marketpublishers.com/r/D83305DB5A71EN.html>

Date: February 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: D83305DB5A71EN

Abstracts

According to Statistics MRC, the Global Decor Paper Market is accounted for \$4.75 billion in 2024 and is expected to reach \$7.24 billion by 2030 growing at a CAGR of 7.8% during the forecast period. Decor Paper refers to specialty paper used in the production of decorative surfaces. It is typically manufactured from high-quality cellulose fibers and coated with resins to enhance durability and aesthetics. Decor paper is printed with designs, such as wood grains, patterns, or solid colors, to mimic natural materials or create stylish finishes. It serves as a critical layer in laminates, offering visual appeal and protection against wear, moisture, and scratches, making it ideal for both residential and commercial applications.

According to a recent survey by BSMR, research wing of 'The Ply Reporter' magazine, indicates that consumption of print base paper of Indian HPL and LPL industry has reached approximately 80,000 MT per year in 2018.

Market Dynamics:

Driver:

Rapid industrialization & urbanization in emerging economies

Emerging economies such as India, China, and Southeast Asia experience rapid economic development. This creates a higher need for interior decor solutions, including wall panelling, furniture, and flooring, where decor paper plays a vital role. Urbanization leads to a growing middle-class population with higher disposable incomes, driving demand for stylish, cost-effective, and durable interior materials. Additionally, urban lifestyles emphasize modern designs, further boosting the adoption of innovative and aesthetically appealing decor paper products.

Restraint:

Volatile raw material prices

Volatile raw material prices in the decor paper market are primarily caused by fluctuations in the cost of cellulose, chemicals, resins, and other essential inputs. These materials are often sourced from global markets, where supply chain disruptions, natural disasters, and geopolitical factors can lead to price instability. Such fluctuations increase production costs for manufacturers, impacting their profitability and pricing strategies. This volatility hampers the overall market growth by creating uncertainties for both manufacturers and consumers.

Opportunity:

Rising consumer preferences for aesthetics

Modern consumers demand premium furniture, flooring, and wall panels that complement their personal tastes and contemporary design trends. Decor paper, with its ability to replicate natural materials like wood and stone or produce custom patterns, caters to this demand effectively. Additionally, its cost-effectiveness and versatility make it an attractive choice for both residential and commercial applications. The growing trend toward personalization and luxury interiors further boosts the adoption of decor paper, enhancing market expansion worldwide.

Threat:

Competition from substitutes

Substitutes for decor paper include materials like PVC laminates, medium density fibreboard (MDF) with coatings, vinyl sheets, and natural wood veneers. These alternatives offer similar aesthetic appeal, durability, and ease of maintenance, often at

competitive prices. They attract cost-conscious consumers who may opt for these options due to their lower cost, availability, or superior properties like moisture resistance or fire retardancy. As a result, decor paper manufacturers face pressure to innovate, which thereby hinders the market demand.

Covid-19 Impact

The covid-19 pandemic significantly impacted the decor paper market, disrupting supply chains, halting production, and delaying construction and renovation projects. Lockdowns and reduced consumer spending caused a temporary decline in demand for furniture and interior decor, affecting market growth. However, the shift toward remote work increased investments in home improvement, partially offsetting losses. Recovery was driven by resumed construction activities, rising demand for premium furniture, and innovations in sustainable decor paper, reflecting a gradual market rebound post-pandemic.

The flexographic printing segment is expected to be the largest during the forecast period

The flexographic printing segment is predicted to secure the largest market share throughout the forecast period. Flexographic printing technology is widely used in the decor paper industry for its efficiency in producing high-quality patterns and designs on paper. This technique employs flexible relief plates and fast-drying inks to achieve precise and vibrant prints on various substrates. Flexographic printing is cost-effective for large-scale production and enables the replication of intricate wood grains, textures, and patterns, making it ideal for creating decorative surfaces for furniture and interiors.

The wall panelling segment is expected to have the highest CAGR during the forecast period

The wall panelling segment is anticipated to witness the highest CAGR during the forecast period. Decor paper is extensively used in wall panelling applications to enhance interior aesthetics and functionality. It is laminated onto surfaces to create visually appealing designs, mimicking wood, stone, or other patterns, while providing durability. Decor paper in wall panelling offers benefits such as scratch resistance, moisture protection, and easy maintenance, making it suitable for residential, commercial, and hospitality settings.

Region with largest share:

Asia Pacific is expected to register the largest market share during the forecast period due to rising urbanization, expanding construction activities, and increasing demand for premium furniture and interior design. Countries like China, India, and Japan are key contributors, driven by rapid industrialization and growing middle-class populations. The region benefits from abundant raw material availability and cost-effective manufacturing. Additionally, increasing investments in real estate and home renovation projects fuel the demand in residential and commercial sectors.

Region with highest CAGR:

North America is expected to witness the highest CAGR over the forecast period driven by rising demand for premium furniture, flooring, and interior decor, fuelled by urbanization and home improvement trends. The United States and Canada are major contributors, supported by robust construction activities and a preference for sustainable and high-quality materials. The increasing focus on eco-friendly decor paper aligns with consumer and industry sustainability goals. Additionally, the growing popularity of laminates in residential and commercial spaces bolsters market growth in the region.

Key players in the market

Some of the key players profiled in the Decor Paper Market include Mondi Group, Ahlstrom-Munksjo, ITC Limited, Sappi Corporation, UPM-Kymmene Corporation, Griff Paper and Film, Koeser Decor GmbH, Schattdecor AG, Lenzing AG, Friedrich Kurz GmbH & Co. KG, Duratex S.A., Imerys Corporation, ChemChina, Toppan Printing Corporation, Neodecortech S.p.A., Lamigraf Group, Crown Van Gelder and Stora Enso.

Key Developments:

In March 2024, Ahlstrom announced a strategic expansion of its creped base paper production at the Thilmany plant in Wisconsin. The expansion is part of Ahlstrom's ongoing efforts to enhance its product offerings and meet the growing demand for specialty papers used in various industries, such as decor, filtration, and hygiene products.

In March 2024, Lamigraf collaborated with the SWISS KRONO Group aimed to advance the digital printing technology for decor papers, which is a significant trend in the decorative paper market. The collaboration is aimed at opening new markets and

improving the competitiveness of both companies in the rapidly evolving decor paper and interior design sectors.

Types Covered:

Standard Decor Paper

Printed Decor Paper

Overlay Paper

Metalized Paper

Embossed Decor Paper

Imitation Decor Paper

Other Types

Coating Types Covered:

Melamine Coating

Ultraviolet (UV) Coating

Polyurethane Coating

Other Coating Types

Technologies Covered:

Flexographic Printing

Offset Printing

Gravure Printing

Screen Printing

Other Technologies

Applications Covered:

Furniture

Flooring

Kitchen & Cabinets

Wall Panelling

Laminates

Other Applications

End Users Covered:

Residential

Commercial

Industrial

Automotive

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Technology Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL DECOR PAPER MARKET, BY TYPE

- 5.1 Introduction
- 5.2 Standard Decor Paper
- 5.3 Printed Decor Paper
- 5.4 Overlay Paper
- 5.5 Metalized Paper
- 5.6 Embossed Decor Paper
- 5.7 Imitation Decor Paper
- 5.8 Other Types

6 GLOBAL DECOR PAPER MARKET, BY COATING TYPE

- 6.1 Introduction
- 6.2 Melamine Coating
- 6.3 Ultraviolet (UV) Coating
- 6.4 Polyurethane Coating
- 6.5 Other Coating Types

7 GLOBAL DECOR PAPER MARKET, BY TECHNOLOGY

- 7.1 Introduction
- 7.2 Flexographic Printing
- 7.3 Offset Printing
- 7.4 Gravure Printing
- 7.5 Screen Printing
- 7.6 Other Technologies

8 GLOBAL DECOR PAPER MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Furniture
- 8.3 Flooring
- 8.4 Kitchen & Cabinets
- 8.5 Wall Panelling
- 8.6 Laminates
- 8.7 Other Applications

9 GLOBAL DECOR PAPER MARKET, BY END USER

- 9.1 Introduction
- 9.2 Residential
- 9.3 Commercial
- 9.4 Industrial
- 9.5 Automotive
- 9.6 Other End Users

10 GLOBAL DECOR PAPER MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE

- 10.6.3 Qatar
- 10.6.4 South Africa
- 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Mondi Group
- 12.2 Ahlstrom-Munksjo
- 12.3 ITC Limited
- 12.4 Sappi Corporation
- 12.5 UPM-Kymmene Corporation
- 12.6 Griff Paper and Film
- 12.7 Koeser Decor GmbH
- 12.8 Schattdecor AG
- 12.9 Lenzing AG
- 12.10 Friedrich Kurz GmbH & Co. KG
- 12.11 Duratex S.A.
- 12.12 Imerys Corporation
- 12.13 ChemChina
- 12.14 Toppan Printing Corporation
- 12.15 Neodecortech S.p.A.
- 12.16 Lamigraf Group
- 12.17 Crown Van Gelder
- 12.18 Stora Enso

List Of Tables

LIST OF TABLES

- Table 1 Global Decor Paper Market Outlook, By Region (2022-2030) (\$MN)
- Table 2 Global Decor Paper Market Outlook, By Type (2022-2030) (\$MN)
- Table 3 Global Decor Paper Market Outlook, By Standard Decor Paper (2022-2030) (\$MN)
- Table 4 Global Decor Paper Market Outlook, By Printed Decor Paper (2022-2030) (\$MN)
- Table 5 Global Decor Paper Market Outlook, By Overlay Paper (2022-2030) (\$MN)
- Table 6 Global Decor Paper Market Outlook, By Metalized Paper (2022-2030) (\$MN)
- Table 7 Global Decor Paper Market Outlook, By Embossed Decor Paper (2022-2030) (\$MN)
- Table 8 Global Decor Paper Market Outlook, By Imitation Decor Paper (2022-2030) (\$MN)
- Table 9 Global Decor Paper Market Outlook, By Other Types (2022-2030) (\$MN)
- Table 10 Global Decor Paper Market Outlook, By Coating Type (2022-2030) (\$MN)
- Table 11 Global Decor Paper Market Outlook, By Melamine Coating (2022-2030) (\$MN)
- Table 12 Global Decor Paper Market Outlook, By Ultraviolet (UV) Coating (2022-2030) (\$MN)
- Table 13 Global Decor Paper Market Outlook, By Polyurethane Coating (2022-2030) (\$MN)
- Table 14 Global Decor Paper Market Outlook, By Other Coating Types (2022-2030) (\$MN)
- Table 15 Global Decor Paper Market Outlook, By Technology (2022-2030) (\$MN)
- Table 16 Global Decor Paper Market Outlook, By Flexographic Printing (2022-2030) (\$MN)
- Table 17 Global Decor Paper Market Outlook, By Offset Printing (2022-2030) (\$MN)
- Table 18 Global Decor Paper Market Outlook, By Gravure Printing (2022-2030) (\$MN)
- Table 19 Global Decor Paper Market Outlook, By Screen Printing (2022-2030) (\$MN)
- Table 20 Global Decor Paper Market Outlook, By Other Technologies (2022-2030) (\$MN)
- Table 21 Global Decor Paper Market Outlook, By Application (2022-2030) (\$MN)
- Table 22 Global Decor Paper Market Outlook, By Furniture (2022-2030) (\$MN)
- Table 23 Global Decor Paper Market Outlook, By Flooring (2022-2030) (\$MN)
- Table 24 Global Decor Paper Market Outlook, By Kitchen & Cabinets (2022-2030) (\$MN)
- Table 25 Global Decor Paper Market Outlook, By Wall Panelling (2022-2030) (\$MN)

- Table 26 Global Decor Paper Market Outlook, By Laminates (2022-2030) (\$MN)
- Table 27 Global Decor Paper Market Outlook, By Other Applications (2022-2030) (\$MN)
- Table 28 Global Decor Paper Market Outlook, By End User (2022-2030) (\$MN)
- Table 29 Global Decor Paper Market Outlook, By Residential (2022-2030) (\$MN)
- Table 30 Global Decor Paper Market Outlook, By Commercial (2022-2030) (\$MN)
- Table 31 Global Decor Paper Market Outlook, By Industrial (2022-2030) (\$MN)
- Table 32 Global Decor Paper Market Outlook, By Automotive (2022-2030) (\$MN)
- Table 33 Global Decor Paper Market Outlook, By Other End Users (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Decor Paper Market Forecasts to 2030 – Global Analysis By Type (Standard Decor Paper, Printed Decor Paper, Overlay Paper, Metalized Paper, Embossed Decor Paper, Imitation Decor Paper and Other Types), Coating Type, Technology, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/D83305DB5A71EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D83305DB5A71EN.html>