

Drywall Textures Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Application (Residential, Commercial, Industrial, Institutional), By Texture Type (Knockdown, Smooth, Popcorn, Sand, Slap Brush), By Material Type (Gypsum-Based, Cement-Based, Acrylic-Based), By Sales Channel (Direct Sales, Online Sales, Retail Stores), By Region, By Competition, 2020-2030F

<https://marketpublishers.com/r/DBAEA4DA79BBEN.html>

Date: June 2025

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: DBAEA4DA79BBEN

Abstracts

Market Overview

The Global Drywall Textures Market was valued at USD 3.56 Billion in 2024 and is anticipated to reach USD 5.00 Billion by 2030, growing at a CAGR of 5.66%. This market encompasses the production and application of textured finishes on drywall surfaces, widely adopted in residential, commercial, industrial, and institutional construction. These textures not only enhance the aesthetic appeal but also contribute to surface uniformity and sometimes provide added benefits such as acoustic dampening or masking imperfections. A diverse range of textures—including knockdown, orange peel, popcorn, sand swirl, and slap brush—are utilized depending on stylistic and functional requirements. The market is being driven by robust construction and renovation activity, rapid urbanization, and growing consumer demand for high-quality and visually appealing interior finishes. Advancements in ready-mix formulations and automated spray equipment have further streamlined texture application, reducing labor intensity and increasing adoption across both new builds and remodeling projects.

Key Market Drivers

Accelerated Construction & Renovation Activity

The drywall textures market is experiencing strong growth due to surging global construction and renovation activities. Residential, commercial, and industrial developments are expanding rapidly, particularly in urban areas and emerging economies. Growing urban populations and middle-class segments are driving increased demand for housing and infrastructure, spurring investments in buildings like homes, offices, schools, and healthcare facilities. In these projects, drywall textures are favored for their ability to enhance visual appeal, mask imperfections, and improve efficiency. Textures such as knockdown and orange peel have become preferred options for developers due to their durability and ease of application. Technological advancements and modular construction methods have also made texture application faster and more consistent. As global construction spending continues to rise, drywall textures remain integral to delivering attractive, durable, and cost-effective interior finishes.

Key Market Challenges

Volatility in Raw Material Prices and Supply Chain Disruptions

The drywall textures market faces significant headwinds from volatile raw material prices and persistent supply chain issues. Essential inputs like gypsum, specialty aggregates, and chemical additives are subject to price fluctuations driven by global economic conditions, regulatory shifts, and energy costs. These uncertainties can erode profit margins or force price hikes that dampen market demand. Furthermore, global supply chain disruptions—including delays in shipping, labor shortages, and logistical bottlenecks—have disrupted material availability and impacted delivery schedules for both raw inputs and finished products. Smaller manufacturers are particularly vulnerable, often lacking stable procurement networks or the ability to absorb sudden cost increases. The market's dependence on gypsum, a mined resource, also introduces environmental and regulatory challenges that could further constrain supply or raise compliance costs, posing planning and budgeting difficulties for construction and renovation projects.

Key Market Trends

Rising Demand for Eco-Friendly & Sustainable Textures

Sustainability has become a defining trend in the drywall textures market, with growing emphasis on low-VOC, recyclable, and non-toxic materials. As awareness around indoor air quality and environmental impact grows—particularly in North America and Europe—developers and consumers are favoring textures that meet green building certifications like LEED and align with regulatory requirements. Manufacturers are responding by offering eco-friendly texture products incorporating recycled gypsum and low-emission compounds. These sustainable solutions not only appeal to environmentally conscious consumers but also support broader industry goals around energy efficiency and carbon reduction. The trend extends to high-end and urban markets, where green construction is often positioned as a premium offering. Brands investing in R&D to produce low-impact drywall textures are well-positioned to capitalize on the increasing demand for sustainable construction materials in the years ahead.

Key Market Players

USG Corporation

The Sherwin-Williams Company

Knauf Gips KG

Georgia-Pacific LLC

CertainTeed (Saint-Gobain)

PABCO Gypsum

National Gypsum Company

Fosroc International Ltd.

Textrite Inc.

Master Wall Inc.

Report Scope

Drywall Textures Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Applic...

In this report, the Global Drywall Textures Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Drywall Textures Market, By Application:

Residential

Commercial

Industrial

Institutional

Drywall Textures Market, By Texture Type:

Knockdown

Smooth

Popcorn

Sand

Slap Brush

Drywall Textures Market, By Material Type:

Gypsum-Based

Cement-Based

Acrylic-Based

Drywall Textures Market, By Sales Channel:

Direct Sales

Online Sales

Retail Stores

Drywall Textures Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Drywall Textures Market.

Available Customizations

Global Drywall Textures Market report with the given Market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional Market players (up to five).

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