

# **Goat Milk Powder Market By Product Type (Skimmed Powder, Full Cream Powder), By Application (Infant, Teenager, Adult, and Elder), By Sales Channel (Hypermarkets/Supermarkets, Convenience Stores, Drugs & Pharmacy Stores, Online, and Others), By Region, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Wallpaper Market in India, valued at USD 415.9 million in 2023, is poised for substantial growth in the forecast period, with an anticipated CAGR of 5.3% through 2029. This market has undergone a remarkable transformation in recent years, mirroring shifts in interior design preferences, increasing disposable incomes, and urbanization trends.

As the Indian middle class continues to expand and disposable incomes rise, consumers are increasingly inclined to invest in home décor, which includes wallpapers. This trend has stimulated demand for interior solutions that are both visually pleasing and customizable.

India's rapid urbanization has led to smaller living spaces and a heightened focus on interior aesthetics. Wallpapers provide a versatile and space-efficient means to elevate the appearance of homes and commercial spaces. Moreover, modern consumers seek interiors that are customizable and visually appealing. Wallpapers offer a cost-effective means to fulfill these preferences, allowing individuals to express their personal style and character.

Advancements in technology have facilitated the production of high-quality,

customizable wallpapers featuring intricate designs and vibrant colors. Digital printing and advanced materials have expanded the realm of design possibilities, drawing in consumers seeking unique options. Additionally, interior designers and architects are increasingly integrating wallpaper into their designs, contributing to the market's growth. Wallpapers can create focal points, introduce texture, and harmonize with other design elements.

Price sensitivity remains a notable challenge in the Indian wallpaper market. High-quality wallpapers can be relatively costly when compared to traditional wall paints, which limits their adoption among budget-conscious consumers. Furthermore, many Indian consumers lack complete awareness regarding the benefits and application of wallpapers. Raising awareness and educating consumers about the versatility and advantages of wallpaper are crucial for market expansion. Additionally, traditional wall paints continue to dominate the interior decoration landscape in India. Convincing consumers to make the switch to wallpaper can be challenging, particularly in regions with a strong tradition of paint use.

Proper wallpaper installation requires expertise, and maintenance can be challenging in a country with diverse climatic conditions. Ensuring that consumers have access to skilled installers and understand maintenance requirements is of utmost importance.

The future of the Indian wallpaper market holds promise. With evolving lifestyle preferences, rising disposable incomes, and a growing emphasis on interior aesthetics, wallpapers are becoming an integral facet of interior decoration in both residential and commercial spaces. Challenges such as price sensitivity and competition from paints persist but are being addressed through marketing strategies, product innovation, and consumer education. As the market continues to adapt to changing consumer demands, wallpapers are expected to maintain their relevance and play a substantial role in shaping the aesthetics of Indian interiors.

## Key Market Drivers

### Changing Lifestyles and Aesthetic Preferences

One of the primary drivers fueling the growth of the India wallpaper market is the changing lifestyles and aesthetic preferences of consumers. As India witnesses rapid urbanization and an increase in disposable incomes, people are looking to personalize and enhance their living spaces. Wallpapers offer a versatile and creative solution for individuals to express their unique style and preferences.

In the past, wall paints were the dominant choice for interior decoration. However, modern consumers are increasingly drawn to the extensive design possibilities that wallpapers offer. Wallpapers come in a wide range of patterns, textures, and colors, catering to various tastes and design themes. Whether it's a classic, elegant look or a bold and contemporary design, wallpaper provides an avenue for customization and self-expression that traditional paints often cannot match.

Additionally, wallpaper is seen as a cost-effective way to transform living spaces, especially in urban areas where people live in smaller homes and apartments. The ease of installation and the ability to cover imperfections on walls further enhance their appeal. As consumers seek to create aesthetically pleasing and stylish interiors, wallpaper has become an integral part of their design choices, driving the market's growth.

### Urbanization and Smaller Living Spaces

India's urbanization trend has led to a significant shift in living conditions. In metropolitan cities and urban centers, smaller living spaces have become the norm due to rising property costs and limited availability of land. This shift has had a direct impact on the wallpaper market.

In smaller homes and apartments, every square foot matters, and maximizing the aesthetic appeal of limited space is a priority for homeowners. Wallpapers offer a practical solution to create visually engaging interiors without encroaching on valuable floor space. They add depth, character, and a sense of spaciousness to rooms, making them an ideal choice for urban dwellers.

Furthermore, wallpaper is adaptable to various rooms and functions within a home. They can be used in bedrooms, living rooms, kitchens, and even bathrooms. This versatility allows consumers to maintain a cohesive design theme throughout their homes, optimizing the utility of their limited living spaces.

As urbanization continues and smaller living spaces become more prevalent, the demand for wallpapers is expected to remain robust, driving further growth in the market.

### Technological Advancements and Design Innovation

Advancements in technology and design innovation have played a pivotal role in the growth of the India wallpaper market. Digital printing technology, in particular, has revolutionized the wallpaper industry, enabling manufacturers to produce high-quality, customizable wallpapers with intricate designs and vibrant colors.

Digital printing allows for greater design flexibility and precision. Manufacturers can reproduce intricate patterns, textures, and even photorealistic images on wallpapers, providing consumers with a vast array of design options. This technology also allows for personalized and customized wallpaper designs, enabling consumers to bring their unique visions to life.

Additionally, advancements in wallpaper materials have improved their durability and ease of maintenance. Many modern wallpapers are designed to be washable, making them suitable for high-traffic areas and spaces prone to moisture, such as kitchens and bathrooms. These improvements enhance the practicality of wallpapers, making them a preferred choice for homeowners.

Furthermore, eco-friendly and sustainable wallpaper options have gained popularity in line with growing environmental consciousness. Manufacturers are increasingly using eco-friendly materials and inks, aligning with consumers' desires for more sustainable interior decor options.

## Key Market Challenges

### Price Sensitivity and Affordability

One of the most prominent challenges in the India wallpaper market is the price sensitivity of consumers. While wallpapers are associated with enhancing the aesthetics of living spaces, they are often perceived as a luxury or premium interior decoration option. This perception creates a barrier for a significant portion of the Indian population, particularly in the middle and lower income segments, who may find wallpapers relatively expensive compared to alternatives like paint.

The cost of high-quality wallpapers, especially designer and imported varieties, can be substantial. Additionally, the installation process may also require professional expertise, incurring additional costs. This price sensitivity limits the market's expansion and leads consumers to opt for more budget-friendly options, such as traditional paint, wall decals, or lower-cost wallpaper alternatives.

To address this challenge, manufacturers and distributors in the India wallpaper market need to explore cost-effective production methods, introduce more budget-friendly product lines, and engage in promotional campaigns to convey the long-term value and durability of wallpapers compared to other interior decoration choices.

### Lack of Awareness and Education

Another significant challenge is the lack of awareness and education about wallpapers in many parts of India. Unlike paint, which is a well-established and widely adopted interior decoration option, wallpapers may be relatively unfamiliar to a significant portion of the population, especially in rural areas and tier-2 or tier-3 cities.

This lack of awareness includes misconceptions about wallpapers, such as concerns about their durability, maintenance, and suitability for various spaces. Consumers may not be fully informed about the wide range of designs, materials, and textures available in the market, limiting their ability to make informed choices.

Overcoming this challenge requires comprehensive awareness and educational campaigns conducted by manufacturers, interior designers, and retailers. These campaigns should emphasize the benefits of wallpaper, such as their versatility, ease of maintenance, and potential to transform living spaces dramatically. Providing practical information on wallpaper installation, care, and the variety of design options available can help dispel myths and encourage more consumers to consider wallpaper as a viable interior decoration choice.

### Competition from Paint and Traditional Methods

The India wallpaper market faces fierce competition from traditional interior decoration methods, particularly paint. Paint remains the dominant choice for consumers due to its affordability, ease of application, and widespread availability. Many Indian households and commercial spaces have a long-standing tradition of using paint as their primary interior decoration solution.

Convincing consumers to switch from paint to wallpaper can be a daunting task, as it requires a shift in mindset and a willingness to invest more in initial interior decoration costs. This challenge is compounded by the fact that some consumers perceive wallpaper as a less durable option, especially in areas with high humidity or the potential for wall damage.

To address this challenge, manufacturers and retailers must highlight the unique advantages of wallpapers over paint, such as their ability to create intricate designs, add texture, and provide a wide range of customization options. Demonstrating the long-term cost-effectiveness and durability of wallpapers can help shift consumer preferences over time.

## Key Market Trends

### Digital Printing Technology Transforming Wallpaper Designs

One of the most significant trends in the India Wallpaper Market is the adoption of advanced digital printing technology. This technology has revolutionized the design possibilities in the wallpaper industry. Wallpaper manufacturers can now create intricate and highly detailed patterns, textures, and images that were previously challenging or impossible to achieve through traditional printing methods.

Digital printing allows for greater customization and personalization, enabling consumers to have wallpapers that align precisely with their individual tastes and interior design visions. Whether it's a specific color palette, a unique pattern, or a customized mural, digital printing can bring these ideas to life on wallpaper rolls.

Additionally, digital printing has facilitated the replication of natural materials like wood, stone, and fabric textures with remarkable realism. This trend has made it possible for consumers to achieve the aesthetic appeal of these materials without the associated costs and maintenance issues.

Furthermore, digital printing has enabled the creation of large-scale wallpapers and wall murals that can transform entire rooms. This trend has gained popularity among interior designers and homeowners looking to make a bold statement and create immersive spaces.

### Eco-Friendly and Sustainable Wallpapers

Sustainability and eco-friendliness have become major trends in the India Wallpaper Market. With growing environmental consciousness, consumers are seeking products that are not only visually appealing but also kind to the planet. This has led to the emergence of eco-friendly and sustainable wallpaper options.

Manufacturers are increasingly using eco-conscious materials and production

processes to create wallpapers that have a minimal environmental footprint. These wallpapers are typically made from recycled or sustainable materials, and their production aims to reduce waste and conserve energy and water resources.

Moreover, the use of water-based inks and adhesives in wallpaper production has become more prevalent, eliminating harmful volatile organic compounds (VOCs) and making the installation process safer for both consumers and the environment.

Consumers are also showing a preference for wallpapers that are easy to remove and recycle, reducing the environmental impact of wallpaper disposal.

### Art-Inspired and Textured Wallpapers

Art-inspired wallpapers and textured wallpapers are gaining popularity in the India Wallpaper Market as consumers seek to make their walls not just a backdrop but a focal point of interior design.

Art-inspired wallpapers often feature designs that mimic famous artworks, artistic styles, or illustrations. These wallpapers can add a sense of sophistication and culture to interior spaces, transforming them into visually stimulating environments.

Textured wallpapers are another trend that has seen increased demand. These wallpapers add depth and dimension to walls, creating tactile and visually engaging surfaces. Textured wallpapers can replicate various materials like brick, concrete, fabric, or even intricate patterns with raised surfaces. They provide an additional layer of sensory experience, making rooms feel cozier and more inviting.

Additionally, the combination of art-inspired and textured wallpapers allows for creative juxtapositions, where textured elements are strategically placed within an artistic design, creating stunning visual effects.

### Segmental Insights

#### Product Type Insights

Non-woven wallpaper has emerged as a dominant player in the India wallpaper market, securing a substantial share and transforming the interior décor landscape. This evolution has been driven by a combination of factors, including its durability, ease of installation, versatility, and ability to cater to a diverse range of consumer preferences.

One of the primary reasons for the significant presence of non-woven wallpaper in the Indian market is its durability and longevity. Unlike traditional paper-based wallpapers, non-woven wallpapers are crafted from a blend of synthetic and natural fibers, making them highly resistant to wear and tear. This durability ensures that the wallpaper maintains its aesthetic appeal over an extended period, even in high-traffic areas. In a market like India, where consumers often seek products that offer long-lasting value, non-woven wallpapers have garnered a substantial following.

Ease of installation is another key factor contributing to the popularity of non-woven wallpaper. Traditional wallpaper installation often requires professional expertise and can be a time-consuming and messy process. In contrast, non-woven wallpapers are designed to be user-friendly, making them accessible to both DIY enthusiasts and professional installers. The wallpapers are typically pasted directly onto the wall, and they can be easily repositioned or removed without causing damage. This ease of installation has made non-woven wallpapers an attractive option for a wide range of consumers.

Versatility in design is a standout feature of non-woven wallpapers. They offer a vast range of design possibilities, from intricate patterns and textures to vibrant colors. Whether consumers are looking for classic, contemporary, or eclectic designs, non-woven wallpapers provide the flexibility to cater to diverse tastes and interior design themes. This versatility aligns well with the Indian market's varied aesthetic preferences, where consumers often seek customized solutions to reflect their unique style.

Another factor that has contributed to the prominence of non-woven wallpaper in India is its low maintenance. These wallpapers are easy to clean and maintain, making them a practical choice for a country with diverse climatic conditions. In India, where dust and humidity can pose challenges to interior décor, the ability to clean and maintain wallpapers without compromising their appearance is highly appealing to homeowners.

Additionally, the non-woven wallpaper market has responded to the growing demand for eco-friendly and sustainable interior design options. Many non-woven wallpapers are manufactured using recyclable and environmentally friendly materials, aligning with the increasing environmental consciousness among Indian consumers. This commitment to sustainability has resonated with a segment of the market that seeks eco-friendly home décor solutions.

The commercial applications of non-woven wallpapers have also contributed to their



significant share in the India wallpaper market. They are well-suited for use in commercial spaces such as hotels, restaurants, offices, and retail outlets. Their durability, ease of maintenance, and ability to transform spaces with unique designs make them an attractive option for businesses aiming to create aesthetically pleasing and durable interiors.

### Distribution Channel Insights

The online distribution channel has emerged as a potent and influential player in the India Wallpaper Market, gradually capturing a significant share in the industry. This transformation in the distribution landscape can be attributed to several factors that have reshaped the way consumers access and purchase wallpaper products in the country.

One of the primary drivers of the online distribution channel's success in the Indian wallpaper market is the rapid proliferation of internet connectivity and smartphone penetration across the country. With the advent of affordable smartphones and accessible data plans, millions of Indians now have the internet at their fingertips. This digital revolution has paved the way for online shopping, making it convenient and accessible to a vast demographic, from urban consumers to those in semi-urban and rural areas.

The convenience factor offered by online shopping is undeniable. Consumers can browse through an extensive collection of wallpaper designs, patterns, and textures from the comfort of their homes. This convenience is particularly appealing when it comes to home decor products like wallpapers, as consumers can visualize how different designs will complement their interiors without the need to visit physical stores.

Another crucial factor contributing to the online distribution channel's success in the India Wallpaper Market is the diversity of options it provides. Online retailers offer a wide array of wallpaper designs, from traditional to modern, floral to geometric, and everything in between. This extensive selection caters to diverse tastes and preferences, enabling consumers to find the perfect wallpaper to suit their unique interior design vision.

Additionally, online platforms often feature user-generated content such as customer reviews and ratings. These reviews can provide valuable insights into the quality, durability, and ease of installation of specific wallpaper products, helping consumers make informed purchase decisions. This transparency builds trust and confidence

among online shoppers, further driving the channel's popularity.

Price transparency and competitive pricing are also significant factors in the online distribution channel's success. E-commerce platforms frequently offer discounts, promotions, and bundle deals, making wallpapers more affordable for consumers. Additionally, the ability to compare prices across multiple retailers empowers consumers to find the best deals, driving them towards online platforms.

The online distribution channel has been a game-changer for those in remote or non-metropolitan areas of India. In the past, access to a wide range of wallpaper designs may have been limited in these regions. However, e-commerce platforms have bridged this gap, ensuring that consumers across the country have access to an extensive selection of wallpapers.

Moreover, the ease of product delivery and hassle-free return policies offered by online retailers further enhances the appeal of online shopping for wallpapers. Consumers can have their chosen wallpapers delivered to their doorstep, eliminating the need for transportation and heavy lifting. In the rare event of dissatisfaction or damaged products, easy return and refund processes ensure a smooth shopping experience.

The COVID-19 pandemic accelerated the adoption of online shopping for home decor products like wallpapers. Lockdowns and restrictions forced many consumers to turn to online platforms to fulfill their interior decoration needs. This shift in consumer behavior is likely to have a lasting impact, as many first-time online shoppers have discovered the convenience and benefits of e-commerce.

## Regional Insights

The North region of India has emerged as a dominant force in the country's thriving wallpaper market, boasting a substantial share that reflects the evolving interior design preferences and lifestyle choices of its population. Comprising states such as Delhi, Haryana, Punjab, Uttar Pradesh, Himachal Pradesh, and parts of Uttarakhand, this region's contribution to the wallpaper market is driven by a convergence of factors that make it a significant player in this industry.

One of the primary drivers of the North region's dominance in the wallpaper market is the rapid urbanization and economic growth it has witnessed in recent years. The urban landscape of this region has been transforming at an astonishing pace, with burgeoning metropolitan areas like Delhi-NCR becoming hubs of real estate development and

interior design innovation. As more people move to urban centers, there is a growing demand for aesthetically pleasing and customizable interior spaces, driving the need for wallpapers as a key element of modern interior design.

Furthermore, the North region has a rich cultural heritage that values art, aesthetics, and craftsmanship. This cultural inclination towards interior decor and aesthetics has led to a heightened appreciation for wallpapers as an art form, rather than just a practical wall covering. Residents in this region often seek unique and visually striking wallpaper designs that reflect their individuality and style, contributing to the market's growth.

The North region's diversity in terms of climate also plays a pivotal role in driving the demand for wallpapers. With extreme variations in temperature throughout the year, homeowners are inclined to use wallpapers not only for decorative purposes but also for insulation. In cold winter months, wallpapers with insulating properties can help retain heat, making them a practical choice for consumers.

Moreover, the region's proximity to key urban centers like Delhi and Chandigarh ensures that it remains at the forefront of interior design trends and innovations. Interior designers and architects in these urban hubs often recommend wallpapers as a versatile and impactful element in home decor, further fueling the demand.

The competitive landscape of the wallpaper market in the North region includes a mix of domestic and international players. Several established wallpaper manufacturers have recognized the potential of this market and have introduced a wide range of wallpaper designs to cater to the diverse tastes and preferences of North Indian consumers. This competition has led to greater innovation in terms of patterns, textures, materials, and printing technologies.

## Key Market Players

Marshalls Wallcoverings

Elementto Lifestyle Wallcoverings Pvt. Ltd

Excel Wallcoverings

ATCO Interiors Private Limited (Wallpaper Bazaar)

Adornis Wallpapers

Gratex Industries Ltd.

Ultra Walls (Sonu Art)

Asian Paints Ltd

Berger Paints Ltd

Happy Walls

Report Scope:

In this report, the India Wallpaper market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Wallpaper Market, By Product Type:

Vinyl-based

Non-woven

Fabric

Others

India Wallpaper Market, By End-User:

Residential

Commercial

India Wallpaper Market, By Distribution Channel:

Offline

Online

India Wallpaper Market, By Region:

North

South

East

West

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India wallpaper market.

### Available Customizations:

India Wallpaper 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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