

# Europe Wallpaper Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

<https://marketpublishers.com/r/E9C1EB322245EN.html>

Date: September 2025

Pages: 134

Price: US\$ 3,450.00 (Single User License)

ID: E9C1EB322245EN

## Abstracts

The Europe wallpaper market is projected to grow significantly, reaching approximately US\$ 8,910.06 million by 2031, up from US\$ 6,512.54 million in 2023, with an estimated compound annual growth rate (CAGR) of 4.0% from 2023 to 2031.

### Executive Summary and Market Analysis

The construction industry in Europe is on an upward trajectory, driven by a growing population and increased government investment in infrastructure. This sector contributes around 10% to the European Union's gross domestic product (GDP) and supports approximately 20 million jobs. According to the FIEC (European Construction Industry Federation), construction activity surged by 15.1% in December 2022 compared to December 2021, with notable increases in capital repairs (+34.7%), maintenance and repairs (+29.6%), and new construction (+7.0%). The renovation of historical buildings in countries like Italy and Spain is particularly boosting the wallpaper market. Additionally, ongoing infrastructure projects are creating a heightened demand for wallpaper across various construction applications. The remodeling sector is evolving, with trends such as accessibility improvements, style blending, custom designs, and technological advancements driving wallpaper demand.

### Market Segmentation Analysis

The Europe wallpaper market can be segmented by type and end-use. In terms of type, the market includes paper-based, vinyl-based, fabric-based, and other categories. As of 2023, vinyl-based wallpapers dominate the market share. Regarding end-use, the market is divided into residential and non-residential segments, with non-residential

applications holding the largest share in 2023.

## Market Outlook

There is a growing trend among consumers to create personalized and aesthetically pleasing living environments, which is increasing the demand for diverse and decorative wallpaper options. With more time spent at home, homeowners are engaging in various decorating projects, including wallpaper installation. The preferences of younger generations, particularly millennials and Gen Z, are also influencing wallpaper demand, as they seek unique designs that reflect their personal style and enhance their living spaces. In response, manufacturers are launching a wide array of patterns, textures, and finishes. For example, in February 2024, Life n Colors unveiled its luxury wallpaper collection, Suneherii, known for its intricate designs. Similarly, in March 2024, Texas textile designer Lisa Fine introduced her first wallpaper line, Persian Garden, in collaboration with Italy's San Patrignano Design Lab. The rising trend of home staging and the need for visually appealing spaces in real estate photography further drive wallpaper demand, indicating a robust opportunity for market growth in the coming years.

## Country Insights

The Europe wallpaper market encompasses several key countries, including Germany, France, the UK, Italy, Russia, and others in the Rest of Europe. The Rest of Europe accounted for the largest market share in 2023. Countries such as Russia, Austria, Poland, Portugal, the Netherlands, and Belgium are experiencing steady growth in wallpaper production and consumption. The demand for wallpaper in these regions is expected to increase due to rising investments in product innovation and a growing number of applications in both commercial and residential settings. Additionally, the expansion of product offerings is propelling market growth in the Rest of Europe.

## Company Profiles

Key players in the wallpaper market include Milton & King Pty Ltd., Walls Republic US, A-Street Prints, Abigail Edwards, Glamora Srl, Coordonn?, Bor?stapeter AB, Sanderson Design Group, Asian Paints Ltd, Wall&dec? S.r.l., Galerie Limited, Farrow & Ball Ltd, Osborne & Little, Cole & Son (Wallpapers) Ltd, and Holden D?cor, among others. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their product offerings and increase market share.

## Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe wallpaper market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in Europe wallpaper market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Europe market trends and outlook coupled with the factors driving the wallpaper market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing, and distribution.

## Companies

Milton & King Pty Ltd.

Walls Republic US

A-Street Prints

Abigail Edwards

Glamora Srl

Coordonn?

Bor?stapeter AB

Sanderson Design Group

Asian Paints Ltd

Wall&dec? S.r.l.

Galerie Limited

Farrow & Ball Ltd

Osborne & Little

Cole & Son (Wallpapers) Ltd

Holden D?cor

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