

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

<https://marketpublishers.com/r/N2580952C0F1EN.html>

Date: September 2025

Pages: 123

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

ID: N2580952C0F1EN

## Abstracts

The North American wallpaper market is projected to grow significantly, reaching approximately USD 7,914.36 million by 2031, up from USD 6,032.95 million in 2023, with a compound annual growth rate (CAGR) of 3.5% during this period.

### Executive Summary and Market Analysis

The wallpaper market in North America is divided into three main regions: the United States, Canada, and Mexico. Several factors are driving the growth of this market, including the cost-effectiveness and durability of wallpaper, an increasing demand for interior decoration, and a rise in construction activities across the region. The construction sector is experiencing rapid growth due to urbanization and a rising population, which in turn boosts the demand for wallpaper. The construction industry is a vital part of the North American economy, with the Associated General Contractors of America (AGC) reporting that the US construction sector generates around USD 1.4 trillion annually.

The availability of eco-friendly and sustainable wallpaper options is also a significant contributor to market growth. Manufacturers are increasingly focusing on producing wallpapers made from recyclable materials and using low-volatile organic compound (VOC) inks, which promote healthier indoor air quality without sacrificing design or durability. These eco-friendly wallpapers are lightweight, easy to install, and visually appealing, leading to their growing acceptance among consumers.

Key players in the wallpaper market include Milton and King, Walls Republic US, and Burke Decor LLC. These companies are heavily investing in research and development

to innovate and enhance their product offerings, which is expected to further drive market growth in the coming years.

## **Market Segmentation**

The North American wallpaper market can be segmented by type and end-use.

- By Type: The market includes paper-based, vinyl-based, fabric-based, and other types of wallpaper. In 2023, vinyl-based wallpaper held the largest market share due to its durability and ease of maintenance.
- By End-Use: The market is divided into residential and non-residential segments, with non-residential applications dominating the market in 2023.

## **Market Outlook**

The building and construction industry is increasingly focusing on sustainable practices to promote environmentally friendly living. As consumers and businesses aim to reduce their carbon footprints, there is a growing preference for eco-friendly wallpaper options. Traditional vinyl wallpapers are being replaced by alternatives made from materials such as cork, grass cloth, bamboo, and recycled paper, which are less harmful to the environment and offer unique textures and aesthetics.

The trend towards sustainability is also reflected in the adoption of certifications like Leadership in Energy and Environmental Design (LEED) and Forest Stewardship Council (FSC), which assure consumers of the environmental standards of the products they purchase. Manufacturers are responding to this shift by offering eco-friendly wallpapers that do not compromise on design or durability. For example, Kernow Coatings introduced the Eco Pro Lite in May 2024, which contains 40% less plastic and synthetic toner while maintaining excellent print quality, catering to the demand for sustainable materials.

## **Country Insights**

The North American wallpaper market is primarily composed of the US, Canada, and Mexico, with the US holding the largest market share in 2023. The US is also a leading destination for clinical research, with a significant number of clinical trials conducted annually. This growth in the clinical trials market is supported by a robust medical infrastructure and a favorable regulatory environment, which encourages pharmaceutical companies to conduct research in the country.

## 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 and Ball Ltd, Osborne & Little, Cole & Son (Wallpapers) Ltd, and Holden D?cor. These companies are pursuing various strategies such as market expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

## Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America 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 North America 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 North America 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

## Contents

### **1. INTRODUCTION**

- 1.1 Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macroeconomic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country-level data:

### **4. NORTH AMERICA WALLPAPER MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Competitive Rivalry
  - 4.2.4 Threat of Substitutes
  - 4.2.5 Threat of New Entrants
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Materials:
  - 4.3.2 Manufacturers:
  - 4.3.3 End Use
- 4.4 List of Vendors in the Value Chain

### **5. NORTH AMERICA WALLPAPER MARKET - KEY MARKET DYNAMICS**

- 5.1 Market Drivers

- 5.1.1 Proliferating Non-Residential Construction sector
- 5.1.2 Advantages of Vinyl Based Wallpaper
- 5.2 Market Restraints
  - 5.2.1 Availability of Alternative
- 5.3 Market Opportunities
  - 5.3.1 Increasing Home Decor and Interior Design Activities
- 5.4 Future Trends
  - 5.4.1 Increasing Demand for Sustainable and Eco-Friendly Products
- 5.5 Impact of Drivers and Restraints:

## **6. WALLPAPER MARKET - NORTH AMERICA ANALYSIS**

- 6.1 North America Wallpaper Market Revenue (US\$ Million), 2021-2031
- 6.2 North America Wallpaper Market Forecast Analysis

## **7. NORTH AMERICA WALLPAPER MARKET ANALYSIS - BY TYPE**

- 7.1 Paper Based
  - 7.1.1 Overview
  - 7.1.2 Paper Based: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- 7.2 Vinyl Based
  - 7.2.1 Overview
  - 7.2.2 Vinyl Based: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- 7.3 Fabric Based
  - 7.3.1 Overview
  - 7.3.2 Fabric Based: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- 7.4 Others
  - 7.4.1 Overview
  - 7.4.2 Others: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)

## **8. NORTH AMERICA WALLPAPER MARKET ANALYSIS - BY END-USE**

- 8.1 Residential
  - 8.1.1 Overview
  - 8.1.2 Residential: North America Wallpaper Market - Revenue and Forecast,

2021-2031 (US\$ Million)

8.2 Non-residential

8.2.1 Overview

8.2.2 Non-residential: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)

## **9. NORTH AMERICA WALLPAPER MARKET - COUNTRY ANALYSIS**

9.1 North America

9.1.1 North America Wallpaper Market - Revenue and Forecast Analysis - by Country

9.1.1.1 North America Wallpaper Market - Revenue and Forecast Analysis - by Country

9.1.1.2 United States: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.1.1.2.1 United States: North America Wallpaper Market Share - by Type

9.1.1.2.2 United States: North America Wallpaper Market Share - by End-use

9.1.1.3 Canada: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.1.1.3.1 Canada: North America Wallpaper Market Share - by Type

9.1.1.3.2 Canada: North America Wallpaper Market Share - by End-use

9.1.1.4 Mexico: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.1.1.4.1 Mexico: North America Wallpaper Market Share - by Type

9.1.1.4.2 Mexico: North America Wallpaper Market Share - by End-use

## **10. COMPETITIVE LANDSCAPE**

10.1 Heat Map Analysis by Key Players

10.2 Company Positioning and Concentration

## **11. INDUSTRY LANDSCAPE**

11.1 Overview

11.2 Market Initiative

11.3 Partnerships and Collaborations

11.4 Other Developments

## **12. COMPANY PROFILES**

## 12.1 Milton & King Pty Ltd.

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

## 12.2 Walls Republic US

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

## 12.3 A-Street Prints

12.3.1 Key Facts

12.3.2 Business Description

12.3.3 Products and Services

12.3.4 Financial Overview

12.3.5 SWOT Analysis

12.3.6 Key Developments

## 12.4 Abigail Edwards

12.4.1 Key Facts

12.4.2 Business Description

12.4.3 Products and Services

12.4.4 Financial Overview

12.4.5 SWOT Analysis

12.4.6 Key Developments

## 12.5 Glamora Srl

12.5.1 Key Facts

12.5.2 Business Description

12.5.3 Products and Services

12.5.4 Financial Overview

12.5.5 SWOT Analysis

12.5.6 Key Developments

## 12.6 Coordonn?

12.6.1 Key Facts

12.6.2 Business Description

12.6.3 Products and Services

- 12.6.4 Financial Overview
- 12.6.5 SWOT Analysis
- 12.6.6 Key Developments
- 12.7 Bor?stapeter AB
  - 12.7.1 Key Facts
  - 12.7.2 Business Description
  - 12.7.3 Products and Services
  - 12.7.4 Financial Overview
  - 12.7.5 SWOT Analysis
  - 12.7.6 Key Developments
- 12.8 Sanderson Design Group
  - 12.8.1 Key Facts
  - 12.8.2 Business Description
  - 12.8.3 Products and Services
  - 12.8.4 Financial Overview
  - 12.8.5 SWOT Analysis
  - 12.8.6 Key Developments
- 12.9 Asian Paints Ltd
  - 12.9.1 Key Facts
  - 12.9.2 Business Description
  - 12.9.3 Products and Services
  - 12.9.4 Financial Overview
  - 12.9.5 SWOT Analysis
  - 12.9.6 Key Developments
- 12.10 Wall&dec? S.r.l.
  - 12.10.1 Key Facts
  - 12.10.2 Business Description
  - 12.10.3 Products and Services
  - 12.10.4 Financial Overview
  - 12.10.5 SWOT Analysis
  - 12.10.6 Key Developments
- 12.11 Galerie Limited
  - 12.11.1 Key Facts
  - 12.11.2 Business Description
  - 12.11.3 Products and Services
  - 12.11.4 Financial Overview
  - 12.11.5 SWOT Analysis
  - 12.11.6 Key Developments
- 12.12 Farrow & Ball Ltd

- 12.12.1 Key Facts
- 12.12.2 Business Description
- 12.12.3 Products and Services
- 12.12.4 Financial Overview
- 12.12.5 SWOT Analysis
- 12.12.6 Key Developments
- 12.13 Osborne and Little
  - 12.13.1 Key Facts
  - 12.13.2 Business Description
  - 12.13.3 Products and Services
  - 12.13.4 Financial Overview
  - 12.13.5 SWOT Analysis
  - 12.13.6 Key Developments
- 12.14 Cole & Son (Wallpapers) Ltd
  - 12.14.1 Key Facts
  - 12.14.2 Business Description
  - 12.14.3 Products and Services
  - 12.14.4 Financial Overview
  - 12.14.5 SWOT Analysis
  - 12.14.6 Key Developments
- 12.15 Holden Decor
  - 12.15.1 Key Facts
  - 12.15.2 Business Description
  - 12.15.3 Products and Services
  - 12.15.4 Financial Overview
  - 12.15.5 SWOT Analysis
  - 12.15.6 Key Developments

## **13. APPENDIX**

### 13.1 About Us

## List Of Tables

### LIST OF TABLES

Table 1. North America Wallpaper Market Segmentation

Table 2. List of Vendors

Table 3. North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Table 4. North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Type

Table 5. North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by End-use

Table 6. North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Country

Table 7. United States: North America Wallpaper Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 8. United States: North America Wallpaper Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End-use

Table 9. Canada: North America Wallpaper Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 10. Canada: North America Wallpaper Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End-use

Table 11. Mexico: North America Wallpaper Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 12. Mexico: North America Wallpaper Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End-use

## List Of Figures

### LIST OF FIGURES

- Figure 1. North America Wallpaper Market Segmentation - Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem Analysis
- Figure 4. North America Wallpaper Market - Key Market Dynamics
- Figure 5. US Construction Spending from January 2017 to January 2023
- Figure 6. Impact Analysis of Drivers and Restraints
- Figure 7. North America Wallpaper Market Revenue (US\$ Million), 2021-2031
- Figure 8. North America Wallpaper Market Share (%) - by Type (2023 and 2031)
- Figure 9. Paper Based: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 10. Vinyl Based: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 11. Fabric Based: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 12. Others: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 13. North America Wallpaper Market Share (%) - by End-use (2023 and 2031)
- Figure 14. Residential: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 15. Non-residential: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 16. North America Wallpaper Market Breakdown, by Key Countries, 2023 and 2031 (%)
- Figure 17. United States: North America Wallpaper Market - Revenue and Forecast, 2021- 2031 (US\$ Million)
- Figure 18. Canada: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 19. Mexico: North America Wallpaper Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 20. Heat Map Analysis by Key Players
- Figure 21. Company Positioning and Concentration

## I would like to order

Product name: North America Wallpaper Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

Product link: <https://marketpublishers.com/r/N2580952C0F1EN.html>

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

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N2580952C0F1EN.html>