

South & Central America Wallpaper Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The wallpaper market in South and Central America is projected to grow significantly, reaching an estimated US\$ 869.66 million by 2031, up from US\$ 699.52 million in 2023, with a compound annual growth rate (CAGR) of 2.8% during this period.

Executive Summary and Market Analysis

The wallpaper market in this region is primarily divided into three segments: Brazil, Argentina, and the Rest of South and Central America. Factors such as rising household incomes and increased urban migration are driving growth in the residential construction sector. The emphasis on affordable housing initiatives by both public and private sectors is expected to further stimulate the residential construction market, leading to greater wallpaper usage in building applications. Key players in the market can enhance their market presence through product innovation and development. Additionally, increased investment in research and technological advancements related to wallpaper is anticipated to support market growth in the coming years.

The hospitality sector, bolstered by a thriving tourism industry, is also contributing to the wallpaper market's expansion. The growing number of tourists has led to increased investments in both residential and commercial real estate, thereby boosting demand for high-quality wallpaper products.

Market Segmentation Analysis

The South and Central America 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 varieties, with vinyl-based wallpaper holding the largest market share in 2023. Regarding 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 minimize their carbon footprints, there is a growing preference for eco-friendly options. Traditional vinyl wallpapers are often criticized for their environmental impact, as they are non-biodegradable and can emit volatile organic compounds (VOCs). In response, manufacturers are now offering wallpapers made from sustainable materials such as cork, grass cloth, bamboo, and recycled paper. These alternatives not only reduce environmental harm but also provide unique textures and aesthetics that appeal to environmentally conscious consumers.

The trend towards eco-friendly wallpapers is further supported by certifications like Leadership in Energy and Environmental Design (LEED) and Forest Stewardship Council (FSC), which assure consumers of the products' adherence to strict environmental standards. Many wallpaper manufacturers are adapting to this shift by introducing sustainable products that do not compromise on design or durability. For example, Kernow Coatings launched the Eco Pro Lite in May 2024, which contains 40% less plastic and synthetic toner while maintaining excellent print quality, catering to the rising demand for sustainable materials.

Country Insights

The wallpaper market in South and Central America includes Brazil, Argentina, and other countries in the region, with Brazil holding the largest market share in 2023. As the largest country in the region, Brazil is experiencing robust growth in its wallpaper market, driven by advancements in technology and a booming construction sector encompassing both residential and non-residential projects. The Brazilian government has initiated significant privatization efforts, including concession auctions and regulatory reforms, to attract investment in infrastructure development. The end of expansionary fiscal policies is expected to create more opportunities for foreign investors and suppliers, with projected privatization measures raising between US\$ 50 billion and US\$ 62.5 billion in the coming years. This is likely to further stimulate the construction industry in Brazil and increase demand for construction materials, including wallpaper.

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 such as expansion, product innovation, and mergers and acquisitions to enhance their 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 South & Central 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 South & Central 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 South & Central 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

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