

FOR IMMEDIATE RELEASE JULY 2007

## Wall Coverings Market – UK 2007

### New edition of AMA Report Reviews Developments in the UK Wall Coverings Market

The UK Wallcoverings Market is undergoing a tentative recovery according to the latest edition of the “**Wallcoverings Market – UK 2007**” published by **AMA Research**.

This report provides an incisive and detailed insight into the current status of the wall coverings market in the UK.

Priced at £625, the report is currently available from AMA Research Ltd, Telephone 01242 235724 or e-mail at [sales@amaresearch.com](mailto:sales@amaresearch.com).

#### **Editors Note:**

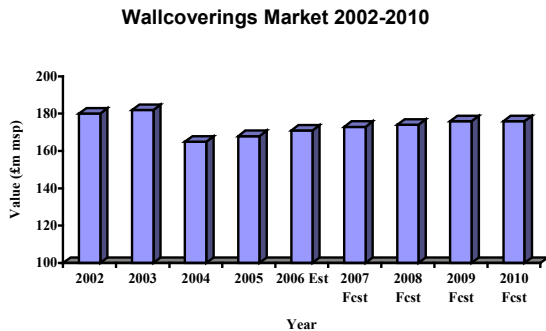
Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

If you would like to receive an editorial review copy or would like to speak to the author/editor of this report, please contact:

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- Please include our web address and telephone number on any review printed, it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

## Tentative Recovery For Wallcoverings?



The UK Wallcoverings Market is undergoing a tentative recovery according to the latest edition of the “**Wallcoverings Market – UK 2007**” published by **AMA Research**. The report, which is available for purchase at £625 from [www.amaresearch.co.uk](http://www.amaresearch.co.uk), reviews the wallcoverings market in the UK and provides a comprehensive analysis of both the overall market and its main product sectors including finished wallpaper, vinyls and white wallcoverings.

The report provides analysis of product sectors in terms of size, major trends and key influences on the market, product mix, profiles of the main suppliers and distribution channels, with their respective market share and forecasts the future prospects of the market to 2010.

In 2006 the Wallcoverings market was worth an estimated £171m (msp) in 2006 and is set to grow modestly by around 3% between 2007 - 2010. The slight recovery in the market has essentially been driven by fashion trends, which are currently favouring greater use of wallcoverings, as some consumers begin to move away from the minimalist look. In addition, the performance of the mid to upper sectors have added value to the market and this looks set to continue in the medium term

A key driver in the industry will be technology and the development of digital wallcoverings. These are already making an impact in the commercial sector and are gradually being adopted for domestic settings. Other key drivers for the industry will be the continued development of designer wallcoverings and an increased focus on the mid to upper markets.

The outlook for the Wallcoverings industry is as good as it has been for a long time and the market is showing signs of a slow recovery. However, fashion trends are very difficult to predict at the best of times and market conditions remain tough for the industry as whole, which make the future development of the industry very difficult to forecast. The minimalist look has dominated for the last decade and wallcoverings have suffered at the expense of paint's popularity. Perhaps ironically, the move away from DIY to 'get someone in' could favour wallcoverings and overcome the issue of application skills which has undoubtedly been a barrier to use in the last 10 years.

The “Wallcoverings Market – UK 2007” published by AMA Research is available in electronic or hard copy format and can be ordered online at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 0871 3103450.