

Global Art & Craft Materials Market Size study Forecast, by Type (Basic Materials/Supplies, Marketing Materials/Supplies), by Application (Household, Educational Institute, Office, Others), by Distribution Channel (Convenience Stores, Supermarkets/Hypermarkets, Online Store, Specialty Stores) and Regional Analysis, 2023-2030

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Abstracts

Global Art & Craft Materials Market is valued at approximately USD20.96 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 5.17% during the forecast period 2023-2030. Art and craft materials encompass a diverse range of supplies utilized in creative endeavors. Common materials include paints, brushes, canvases, paper, clay, and fabric. These materials serve various purposes across artistic disciplines, such as painting, sculpting, drawing, and crafting. The Global Art & Craft Materials Market is continuously growing due to factors such as rising per capita disposable income and growing interest in DIY activities.

Due to a rapid increase in the per capita disposable income, the demand for Art & Craft Materials increased gradually. The average household net-adjusted disposable income per capita in France is USD 34 375 annually, which is higher than the USD 30 490 annual average for the OECD. In addition, it has been found from the same source that Germany has a per capita average household net-adjusted disposable income of USD 38 971, which is higher than the USD 30 490 OECD average. This led to the growth of the Art & Craft Materials Market globally. Moreover, technological advancements in manufacturing and the expansion of educational initiatives promoting creativity are opportunities for the Global Art & Craft Materials Market that led to the market growth. However, the high costs and rapid shifts in consumers preferences stifle

market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Art & Craft Materials Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 due to factors such as the rising number of art & craft institutions, the rising importance of self-expression and creativity. Asia Pacific is expected to grow significantly over the forecast period, owing to factors such as rising demand for the product from interior designing and home décor trends, increasing disposable income of the consumer and developing e-commerce channels led to the market growth of the Art & Craft Materials Market globally.

Major market player included in this report are:

Faber Castell

Crayola LLC

Newell Brands

Colart International Ltd.

Kokuyo Camlin Ltd.

Da Vinci Paint Co.

General Pencil Company Inc.

DecoArt LLC

Liquitex

Michaels Stores Inc.

Recent Developments in the Market:

In March 2021, a US-based firm, Liquitex, introduced a range of eight acrylic paints called 'New Liquitex Acrylic Mediums' in the US. These paints include masking fluid, satin fluid, satin gel, silkscreen medium, and gold metallic medium.

In August 2022, DecoArt LLC, a manufacturer of craft and art paint based in the United States, partnered with MPE Partners, an American investment firm, to acquire Jack Richeson and Co. Inc., a manufacturer of art and craft materials also located in the United States. This strategic acquisition reflects DecoArt LLC and MPE Partners' commitment to expanding their presence in the art and craft industry, enhancing their product offerings, and capitalizing on potential synergies within the market.

Global Art & Craft Materials Market Report Scope:

Historical Data –2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Type, Application, Distribution Channels, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest

along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Basic Materials/Supplies

Marketing Materials/Supplies

By Application:

Household

Educational Institute

Office

Others

By Distribution Channels:

Convenience Stores

Supermarkets/Hypermarkets

Online Store

Specialty Stores

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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