

Global Greeting Cards Market Size study & Forecast, by Type (eCard, Traditional Card), by Distribution Channel (Online, Offline) and Regional Analysis, 2022-2029

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Abstracts

Global Greeting Cards Market is valued approximately USD 19.06 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 0.9% over the forecast period 2022-2029. Greeting cards are paper or digital cards that are used to convey a message of celebration, congratulation, sympathy, gratitude, or other sentiments. These cards typically have a message or image printed on the front, and are folded and left blank inside for the sender to write a personalized message to the recipient. The major driving factor for the market are rising number of occasions and celebrations, growing demand for customization and rising trend of gifting. Moreover, rising initiatives by the key market players and the penetration of eCards is creating sustainable and green opportunity for the customers which is creating lucrative growth opportunity for the market over the forecast period 2022-2029.

Rising number of occasions and celebrations is driving the market growth over the forecast period 2022-2029. This includes annual events such as birthdays, Valentine's Day, Mother's Day, Father's Day, Christmas, and Hanukkah, as well as milestone events such as weddings, graduations, and anniversaries. According to the Greeting Card Association, Americans purchase approximately 6.5 billion greeting cards each year. The industry has also seen growth in new markets, such as cards for pets and cards that celebrate diversity and inclusivity. Overall, the demand for greeting cards continues to be driven by the desire for people to connect and communicate on special occasions and milestones. However, rising penetration of digital cards is stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Greeting Cards Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. During the forecast era of 2022–2029, North America is expected to continue to be the dominant region, maintaining its dominance. Economic growth and rising disposable income both contribute to a higher standard of living, which in turn encourages people to celebrate more life milestones like birthdays, engagements, new homes, anniversaries, and jobs, among other occasions. These factors are fueling the market's expansion. According to CNN, Americans spend an average of \$143.56 million on Valentine's Day-related gifts, which is one of the factors pushing the market's expansion in this area.

Major market player included in this report are:

American Greetings Corporation

Archies Limited

Avanti Press Inc.

Budget Greeting Cards Ltd.

Card Factory plc

Carlton Cards Ltd.

Crane & Co.

Galison Publishing LLC

Hallmark Cards, Inc.

IG Design Group Plc

John Sands (Australia) Ltd.

Recent Developments in the Market:

Hallmark debuted its collection of multicultural cards in July 2019. The Chinese, Indian, African American, and Latino traditions will be highlighted at this launch.

Schurman Retail Group (SRG) announced the start of Circle of Celebration, a team member appreciation initiative, in 2019.

Global Greeting Cards Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Type, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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:

eCard

Traditional Card

By Distribution Channel:

Online

Offline

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

Rest of the World

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