

Global Greeting Cards Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/GA65B2F6E7B4EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: GA65B2F6E7B4EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Greeting Cards market size will reach 7,708.86 Million USD in 2025 and is projected to reach 6,360.15 Million USD by 2032, with a CAGR of -2.71% (2025-2032). Notably, the China Greeting Cards market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Greeting cards are printed or handcrafted pieces of cardstock or paper designed to convey personal sentiments or messages on various occasions. Typically exchanged to celebrate birthdays, holidays, weddings, graduations, or other special events, greeting cards often feature decorative artwork, illustrations, or photographs along with written messages expressing well-wishes, congratulations, or expressions of love. They come in a variety of designs, styles, and sizes, and may be accompanied by envelopes for mailing. Greeting cards serve as a thoughtful and tangible way for people to communicate emotions and sentiments, and the industry has evolved to include electronic or digital versions alongside traditional paper cards. Whether store-bought or homemade, greeting cards remain a popular means of expressing personal connections and sharing joyous moments.

The major global manufacturers of Greeting Cards include Hallmark Cards, American Greetings, Card Factory, Schurman Retail Group, CSS Industries Inc., Avanti Press, Simon Elvin, Myron Manufacturing Corp., Herbert Walkers Ltd, Moo, etc. The global

players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Greeting Cards. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Greeting Cards market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Greeting Cards market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Greeting Cards industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Greeting Cards Include:

Hallmark Cards

American Greetings

Card Factory

Schurman Retail Group

CSS Industries Inc.

Avanti Press

Simon Elvin

Myron Manufacturing Corp.

Herbert Walkers Ltd

Moo

Greeting Cards Product Segment Include:

Seasonal Greeting Cards

Every Day Greeting Cards

Greeting Cards Product Application Include:

Business Cards

Personal Cards

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