

Greeting Cards: Market Research Report

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Abstracts

This report analyzes the worldwide markets for Greeting Cards in Units and US\$ by the following Segments: Seasonal Cards (Christmas/New Year, Valentine's Day, & Other Seasonal Cards), and Everyday Cards (Birthday, Anniversary, & Other Everyday Cards). The US and Canadian markets are also analyzed by the following Segments: Seasonal Cards (Christmas/New Year, Valentine's Day, Mothers Day, Easter, Fathers Day, & Other Seasonal Cards), and Everyday Cards (Birthday, Anniversary, Get Well, Friendship, Sympathy, & Other Everyday Cards). The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America.

Annual estimates and forecasts are provided for the period 2016 through 2024.

Also, a five-year historic analysis is provided for these markets.

Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 124 companies including many key and niche players such as -

American Greetings Corporation

Archies Limited

Avanti Press Inc.

Budget Greeting Cards Ltd.

Card Factory plc

Child Rights and You

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Archies Limited (India)

Avanti Press Inc. (USA)

Budget Greeting Cards Ltd. (UK)

Card Factory plc (UK)

Child Rights and You (India)

Crane & Co. (USA)

Current Media Group LLC (USA)

Galison Publishing LLC (USA)

Hallmark Cards, Inc. (USA)

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Value Analytics

Table 79. US Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, Mother's Day, Easter, Father's Day and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, Get Well, Friendship, Sympathy and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024

(includes corresponding Graph/Chart)

Table 80. US Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, Mother's Day, Easter, Father's Day and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, Get Well, Friendship, Sympathy and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 81. US 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, Mother's Day, Easter, Father's Day and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, Get Well, Friendship, Sympathy and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.2 Canada

A. Market Analysis

Canadian Greeting Cards Market Dominated by US Companies

Table 82. Leading Greeting Cards Companies in Canada (2018E): Percentage Breakdown of Value Sales for American Greetings, Hallmark, and Others (includes corresponding Graph/Chart)

Market Continues to Decline despite Efforts to Resuscitate Sales

Surging Raw Material Costs and Rising Postage Prices Add to Market Woes

B. Market Analytics

Unit Analytics

Table 83. Canadian Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, Mother's Day, Easter, Father's Day and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, Get Well, Friendship, Sympathy and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

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Value Analytics

Table 86. Canadian Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, Mother's Day, Easter, Father's Day and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, Get Well, Friendship, Sympathy and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 87. Canadian Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, Mother's Day, Easter, Father's Day and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, Get Well, Friendship, Sympathy and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

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8.3 Japan

A. Market Analysis

Distinct Custom of Sending New Year Greeting Cards Continue in Japan despite Market Maturity

Market Snapshots

Japanese Market Depends on Imports
Competitive Landscape
B. Market Analytics
Unit Analytics

Table 89. Japanese Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 90. Japanese Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 91. Japanese 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 92. Japanese Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 93. Japanese Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 94. Japanese 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.4 Europe
Market Analysis
Unit Analytics

Table 95. European Recent Past, Current & Future Analysis for Greeting Cards by Geographic Region/Country - France, Germany, Italy, UK, Spain, Russia, and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

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Table 98. European Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 99. European Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 100. European 14-Year Perspective for Greeting Cards by Occasion -

Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 101. European Recent Past, Current & Future Analysis for Greeting Cards by Geographic Region/Country - France, Germany, Italy, UK, Spain, Russia, and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

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Table 104. European Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 105. European Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 106. European 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024

(includes corresponding Graph/Chart)

8.4.1 France
Market Analysis
Unit Analytics

Table 107. French Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

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Table 109. French 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 110. French Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 111. French Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 112. French 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.4.2 Germany
Market Analysis
Unit Analytics

Table 113. German Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 114. German Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

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Value Analytics

Table 116. German Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 117. German Historic Review for Greeting Cards by Occasion - Seasonal Cards

(Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 118. German 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.4.3 Italy
Market Analysis
Unit Analytics

Table 119. Italian Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 120. Italian Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 121. Italian 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 122. Italian Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other

Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 123. Italian Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 124. Italian 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.4.4 The United Kingdom

A. Market Analysis

UK: A Major Greeting Cards Market Worldwide...

Fast Facts

... And Well-Established in Terms of Revenues, Design, and Publishing

Table 125. Leading Players in the UK Greeting Cards Market (2018E): Percentage Breakdown of Value Sales for Card Factory, Hallmark, UK Greetings, and Others (includes corresponding Graph/Chart)

Higher Postage Costs and Increasing Proliferation of E-Cards: Fundamental Reasons for Market Decline

Card Retailers in UK Exploring New Avenues of Marketing

Table 126. UK Greeting Cards Market by Distribution Channel (2018E): Percentage Breakdown of Value Sales for Grocers, Specialist Chains, and Others (includes corresponding Graph/Chart)

Key Threats to the UK Greeting Cards Market

B. Market Analytics

Unit Analytics

Table 127. UK Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 128. UK Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 129. UK 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 130. UK Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 131. UK Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 132. UK 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding

Graph/Chart)

8.4.5 Spain

Market Analysis

Unit Analytics

Table 133. Spanish Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 134. Spanish Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 135. Spanish 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 136. Spanish Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 137. Spanish Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 138. Spanish 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.4.6 Russia
Market Analysis
Unit Analytics

Table 139. Russian Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 140. Russian Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 141. Russian 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 142. Russian Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 143. Russian Historic Review for Greeting Cards by Occasion - Seasonal Cards

(Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 144. Russian 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.4.7 Rest of Europe
Market Analysis
Unit Analytics

Table 145. Rest of Europe Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 146. Rest of Europe Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 147. Rest of Europe 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 148. Rest of Europe Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other

Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 149. Rest of Europe Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 150. Rest of Europe 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.5 Asia-Pacific

A. Market Analysis

Asia-Pacific Offers Significant Market Growth Opportunities

Australian Market for Greeting Cards: Few Facts

Valentine's Day: An Important Occasion for Greeting Card Sales in India

B. Market Analytics

Unit Analytics

Table 151. Asia-Pacific Recent Past, Current & Future Analysis for Greeting Cards by Geographic Region/Country - Australia, China, South Korea, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 152. Asia-Pacific Historic Review for Greeting Cards by Geographic Region/Country - Australia, China, South Korea, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 153. Asia-Pacific 14-Year Perspective for Greeting Cards by Geographic Region/Country - Percentage Breakdown of Unit Sales for Australia, China, South Korea, and Rest of Asia-Pacific Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Table 154. Asia-Pacific Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 155. Asia-Pacific Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 156. Asia-Pacific 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 157. Asia-Pacific Recent Past, Current & Future Analysis for Greeting Cards by Geographic Region/Country - Australia, China, South Korea, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 158. Asia-Pacific Historic Review for Greeting Cards by Geographic Region/Country - Australia, China, South Korea, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 159. Asia-Pacific 14-Year Perspective for Greeting Cards by Geographic Region/Country - Percentage Breakdown of Value Sales for Australia, China, South Korea, and Rest of Asia-Pacific Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Table 160. Asia-Pacific Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday

Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 161. Asia-Pacific Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 162. Asia-Pacific 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.6 Middle East & Africa
Market Analysis
Unit Analytics

Table 163. Middle East & African Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 164. Middle East & African Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 165. Middle East & African 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 166. Middle East & African Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 167. Middle East & African Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 168. Middle East & African 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

8.7 Latin America

Market Analysis

Unit Analytics

Table 169. Latin American Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/ New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 170. Latin American Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 171. Latin American 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Unit Sales for Seasonal Cards (Christmas/New Year,

Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

Value Analytics

Table 172. Latin American Recent Past, Current & Future Analysis for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 173. Latin American Historic Review for Greeting Cards by Occasion - Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets Independently Analyzed with Annual Sales Figures in US\$ Thousand for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 174. Latin American 14-Year Perspective for Greeting Cards by Occasion - Percentage Breakdown of Value Sales for Seasonal Cards (Christmas/New Year, Valentine's Day, and Other Seasonal Cards); and Everyday Cards (Birthday, Anniversary, and Other Everyday Cards); Markets for Years 2011, 2018 & 2024 (includes corresponding Graph/Chart)

9. COMPANY PROFILES

Total Companies Profiled: 124 (including Divisions/Subsidiaries - 134)

The United States (73)

Canada (6)

Japan (2)

Europe (42)

France (2)

Germany (3)

The United Kingdom (25)

Italy (4)

Spain (1)

Rest of Europe (7)

Asia-Pacific (Excluding Japan) (9)

Africa (2)

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