

Global Greeting Card Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Greeting Card Software market size was valued at US\$ 966 million in 2025 and is forecast to a readjusted size of US\$ 1460 million by 2032 with a CAGR of 6.1% during review period.

To address the problems of traditional paper greeting cards—time-consuming design, limited styles, inconvenient delivery, and difficulty in personalization—greeting card software emerged. Since the widespread adoption of personal computers and the rise of digital design in the 1990s, the greeting card software industry has undergone continuous innovation and development. Currently, greeting card software has evolved into a diverse range of forms, including online ready-to-use templates, professional design tools, mobile applications, and multimedia interactive greeting cards. It is widely used in personal holiday greetings, corporate customer maintenance, event invitations, educational presentations, and public welfare communication, significantly improving creative efficiency, enriching emotional expression, and providing a convenient digital sharing experience.

As an important branch of the digital creative industry, greeting card software is undergoing a transformation from "tool-based" to "ecosystem-based." Through technological empowerment, scenario-based development, and ecosystem integration, the industry is expected to break through homogeneous competition and open up new growth poles in areas such as the emotional economy, digital marketing, and green and low-carbon development. In the future, it is necessary to continue to focus on key trends such as AI design, immersive interaction, and data compliance, and build a collaborative innovation ecosystem of "technology-content-user" to promote high-quality development of the industry.

This report is a detailed and comprehensive analysis for global Greeting Card Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Greeting Card Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Greeting Card Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Greeting Card Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Greeting Card Software market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Greeting Card Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Greeting Card Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of

this study include Adobe, Canva, Hallmark, American Greetings, Papier Tigre, Funky Pigeon, Moonpig Group, Shutterfly, Personalized Greeting Cards, Print Artist, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Greeting Card Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Cloud-based

Local Deployment

Market segment by Functional Complexity

Basic Template

Professional Design

Market segment by Design Style

Traditional Hand-drawn Style

Digital Minimalist Style

Market segment by Application

Personal Emotional Expression

Enterprise Business Applications

Social Media Communication

Professional Design

Other

Market segment by players, this report covers

Adobe

Canva

Hallmark

American Greetings

Papier Tigre

Funky Pigeon

Moonpig Group

Shutterfly

Personalized Greeting Cards

Print Artist

Greetings Island

Fotor

Broderbund

BeFunky

Fotojet

Flipsnack

Swift Publisher

Edraw

PearlMountain

Avery

Smilebox

SmartsysSoft

Visme

Design Wizard

Snappa

Design'N'Buy

PrintMaster

Chronos Inc

Cardzware

DRPU

Coral Draw

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Greeting Card Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Greeting Card Software, with revenue, gross margin, and global market share of Greeting Card Software from 2021 to 2026.

Chapter 3, the Greeting Card Software competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Greeting Card Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Greeting Card Software.

Chapter 13, to describe Greeting Card Software research findings and conclusion.

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