

Global Greeting Cards Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Greeting Cards market size is expected to reach \$ 6332 million by 2032, rising at a market growth of -2.2% CAGR during the forecast period (2026-2032).

Greeting cards are pieces of paper or cardboard upon which photos, drawings, and a verse of cheer, greeting, celebration, condolence, etc. have been printed or engraved. Greeting cards are decorated with a variety of images and include messages to appeal to diverse audiences, sentiment, and occasion to be remembered. Greeting cards are low cost impulse purchase products that are being purchased on a daily basis. Around the world, greeting cards are used to celebrate everything from birthdays to Valentine's Day. Greeting cards keep people personally connected.

Global Greeting Cards key players include Hallmark Cards, American Greetings, etc. Global top two manufacturers hold a share over 85%.

USA is the largest market, with a share about 35%, followed by UK, and Japan, both have a share about 45 percent.

In terms of product, Everyday Greeting Cards is the largest segment, with a share over 60%. And in terms of application, the largest application is Personal Cards, followed by Business Cards.

This report studies the global Greeting Cards production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Greeting Cards and provides market size (US\$ million) and Year-over-Year (YoY) Growth,

considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Greeting Cards that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Greeting Cards total production and demand, 2021-2032, (K Units)

Global Greeting Cards total production value, 2021-2032, (USD Million)

Global Greeting Cards production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Greeting Cards consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Greeting Cards domestic production, consumption, key domestic manufacturers and share

Global Greeting Cards production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Greeting Cards production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Greeting Cards production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Greeting Cards market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Hallmark Cards, American Greetings, Card Factory, Schurman Retail Group, CSS Industries Inc., Avanti Press, Simon Elvin, Myron Manufacturing Corp., Moo, Herbert Walkers Ltd, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Greeting Cards market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Greeting Cards Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Greeting Cards Market, Segmentation by Type:

Seasonal Greeting Cards

Every Day Greeting Cards

Global Greeting Cards Market, Segmentation by Application:

Business Cards

Personal Cards

Companies Profiled:

Hallmark Cards

American Greetings

Card Factory

Schurman Retail Group

CSS Industries Inc.

Avanti Press

Simon Elvin

Myron Manufacturing Corp.

Moo

Herbert Walkers Ltd

Key Questions Answered:

1. How big is the global Greeting Cards market?
2. What is the demand of the global Greeting Cards market?
3. What is the year over year growth of the global Greeting Cards market?
4. What is the production and production value of the global Greeting Cards market?
5. Who are the key producers in the global Greeting Cards market?
6. What are the growth factors driving the market demand?

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