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Global Greeting Cards Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Greeting Cards market size was valued at USD 7923.9 million in 2023 and is forecast to a readjusted size of USD 6780.8 million by 2030 with a CAGR of -2.2% during review period.

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.

The Global Info Research report includes an overview of the development of the Greeting Cards industry chain, the market status of Business Cards (Seasonal Greeting Cards, Every Day Greeting Cards), Personal Cards (Seasonal Greeting Cards, Every Day Greeting Cards), and key enterprises in developed and developing market, and

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analysed the cutting-edge technology, patent, hot applications and market trends of Greeting Cards.

Regionally, the report analyzes the Greeting Cards markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Greeting Cards market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Greeting Cards market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Greeting Cards industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Seasonal Greeting Cards, Every Day Greeting Cards).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Greeting Cards market.

Regional Analysis: The report involves examining the Greeting Cards market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Greeting Cards market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Greeting Cards:

Company Analysis: Report covers individual Greeting Cards manufacturers, suppliers,

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and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Greeting Cards This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Business Cards, Personal Cards).

Technology Analysis: Report covers specific technologies relevant to Greeting Cards. It assesses the current state, advancements, and potential future developments in Greeting Cards areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Greeting Cards market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Greeting Cards market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Seasonal Greeting Cards

Every Day Greeting Cards

Market segment by Application

Business Cards

Personal Cards

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Major players covered

- Hallmark Cards
- American Greetings
- Card Factory
- Schurman Retail Group
- CSS Industries Inc.
- Avanti Press
- Simon Elvin
- Myron Manufacturing Corp.
- Moo
- Herbert Walkers Ltd

Market segment by region, regional analysis covers

- North America (United States, Canada and Mexico)
- Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
- Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
- South America (Brazil, Argentina, Colombia, and Rest of South America)
- Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

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

Chapter 2, to profile the top manufacturers of Greeting Cards, with price, sales, revenue and global market share of Greeting Cards from 2019 to 2024.

Chapter 3, the Greeting Cards competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Greeting Cards breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023.and Greeting Cards market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Greeting Cards.

Chapter 14 and 15, to describe Greeting Cards sales channel, distributors, customers, research findings and conclusion.

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