

# Global Greeting Cards Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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## Abstracts

According to our (Global Info Research) latest study, the global Greeting Cards market size was valued at US\$ 7566 million in 2024 and is forecast to a readjusted size of USD 6466 million by 2031 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.

This report is a detailed and comprehensive analysis for global Greeting Cards market. Both quantitative and qualitative analyses are presented by manufacturers, 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 Cards market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Greeting Cards market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Greeting Cards market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Greeting Cards market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2020-2025

#### 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 Cards

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 Cards market based on the following parameters - company overview, sales quantity, revenue, 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.

## Market Segmentation

Greeting Cards market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Seasonal Greeting Cards

Every Day Greeting Cards

### Market segment by Application

Business Cards

Personal Cards

### 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:

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 quantity, revenue, and global market share of Greeting Cards from 2020 to 2025.

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 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Greeting Cards market forecast, by regions, by Type, and by Application,

with sales and revenue, from 2026 to 2031.

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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