

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Arts and Crafts Market 2018, Forecast to 2023

<https://marketpublishers.com/r/G894AFFFDFFEN.html>

Date: July 2018

Pages: 128

Price: US\$ 4,880.00 (Single User License)

ID: G894AFFFDFFEN

Abstracts

This report mainly covers the drawing pen, paints and stains, craft tools, and other product type.

SCOPE OF THE REPORT:

This report focuses on the Arts and Crafts in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Overall, the arts and crafts industry continues to trend positively, as consumers continue to seek out do-it-yourself (“DIY”) home projects. In general, it seems consumers have an ongoing interest in crafting. However, the industry remains very competitive, with traditional brick-and-mortar arts and crafts stores facing competition from big box retailers such as Wal-Mart and Target, as well as online players such as etsy.com. The increased competition had caused many retailers to increase promotional activity to drive sales. While lower price points remain important for many consumers, many retailers have been recently focused on improving gross margin, and have been more strategic with the type and level of discounts offered.

Children’s crafts: For many manufacturer, children’s crafts have been driving sales over the past year. Products remain popular with children. Going forward into the holiday season, sales at some manufacturer will be compared to elevated sales levels last year. It remains to be seen if the continued popularity of these items will allow sales growth to be maintained, or if another product will become the it-gift with children.

The worldwide market for Arts and Crafts is expected to grow at a CAGR of roughly 5.6% over the next five years, will reach 53100 million US\$ in 2023, from 38400 million

US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Pilot-Pen

Faber-Castell

Paper Mate

Parker

Pentel

PPG Architectural Finishes, Inc.

BEHR Process Corporation

Fiskars

Westcott

Mundial

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Drawing Pen

Paints and Stains

Craft Tools

Others

Market Segment by Applications, can be divided into

Home Use

Commercial Use

Educational Use

There are 15 Chapters to deeply display the global Arts and Crafts market.

Chapter 1, to describe Arts and Crafts Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Arts and Crafts, with sales, revenue, and price of Arts and Crafts, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Arts and Crafts, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Arts and Crafts market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Arts and Crafts sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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