

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

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### **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

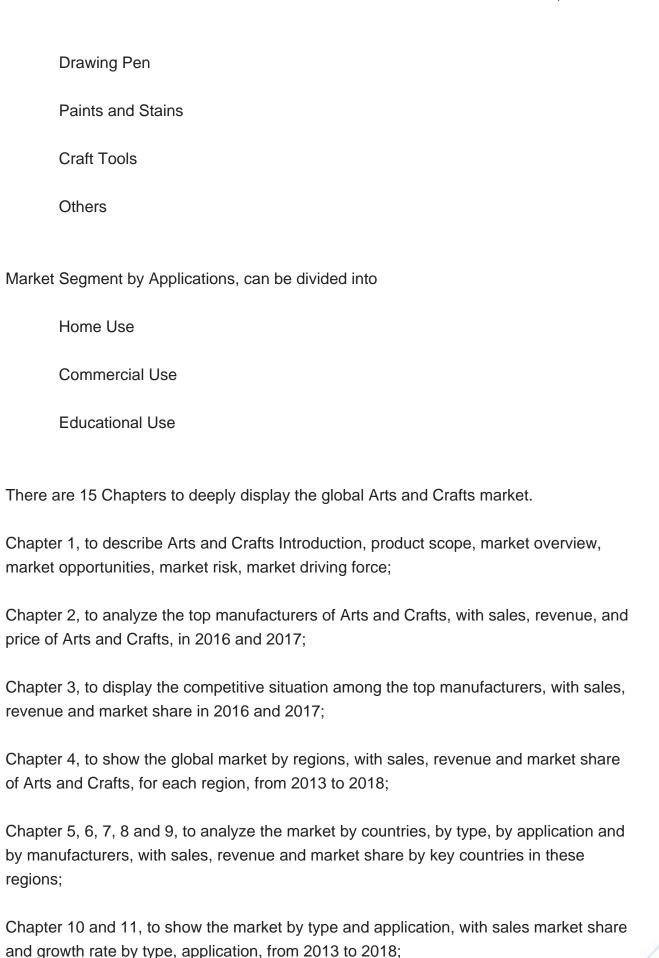


US\$ in 2017, according to a new GIR (Global Info Research) study.

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







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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