

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

<https://marketpublishers.com/r/GBA3824F491EN.html>

Date: August 2018

Pages: 137

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

ID: GBA3824F491EN

Abstracts

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.

SCOPE OF THE REPORT:

This report focuses on the Greeting Cards 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. The USA will lead the global market for Greeting Cards during the forecast period. This region accounts for the largest global market share and is followed by the UK. There is an ingrained culture of sending greeting cards in the UK, with estimates suggesting an average of approximately 24 cards sent per person each year, of which on average 17 are single greeting cards. Card purchasing is occasion-driven, focused around key events (e.g. birthdays, anniversaries and seasons such as Christmas). A person's age and stage of life are major drivers of their propensity to purchase greeting cards, with purchasing levels significantly higher in older consumers and those with families. The evidence suggests that card purchasing behavior is broadly stable across generations but with an increase in the number of cards purchased by 18 to 34 year olds. This, when combined with both a growing and ageing UK population, is an encouraging indication of the ongoing sustainability of the card market in the UK and is something we

will continue to monitor. However, considering the changes in the exchange rate of the British pound and the US dollar, the UK market experienced a slight decline in 2017.

Of the major players of the Greeting Cards market, Hallmark Cards maintained its first place in the ranking in 2017. Hallmark Cards accounted for 29.247% of the Global Greeting Cards market share in 2017. Other players accounted for 22.368%, 5.144% including American Greetings and Card Factory.

The worldwide market for Greeting Cards is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

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 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

Seasonal Greeting Cards

Every Day Greeting Cards

Market Segment by Applications, can be divided into

Business Cards

Personal Cards

There are 15 Chapters to deeply display the global Greeting Cards market.

Chapter 1, to describe Greeting Cards Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Greeting Cards, with sales, revenue, and price of Greeting Cards, 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 Greeting Cards, 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, Greeting Cards market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

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

Contents

1 MARKET OVERVIEW

- 1.1 Greeting Cards Introduction
- 1.2 Market Analysis by Type
 - 1.2.1 Seasonal Greeting Cards
 - 1.2.2 Every Day Greeting Cards
- 1.3 Market Analysis by Applications
 - 1.3.1 Business Cards
 - 1.3.2 Personal Cards
- 1.4 Market Analysis by Regions
 - 1.4.1 North America (United States, Canada and Mexico)
 - 1.4.1.1 United States Market States and Outlook (2013-2023)
 - 1.4.1.2 Canada Market States and Outlook (2013-2023)
 - 1.4.1.3 Mexico Market States and Outlook (2013-2023)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy)
 - 1.4.2.1 Germany Market States and Outlook (2013-2023)
 - 1.4.2.2 France Market States and Outlook (2013-2023)
 - 1.4.2.3 UK Market States and Outlook (2013-2023)
 - 1.4.2.4 Russia Market States and Outlook (2013-2023)
 - 1.4.2.5 Italy Market States and Outlook (2013-2023)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia)
 - 1.4.3.1 China Market States and Outlook (2013-2023)
 - 1.4.3.2 Japan Market States and Outlook (2013-2023)
 - 1.4.3.3 Korea Market States and Outlook (2013-2023)
 - 1.4.3.4 India Market States and Outlook (2013-2023)
 - 1.4.3.5 Southeast Asia Market States and Outlook (2013-2023)
 - 1.4.4 South America, Middle East and Africa
 - 1.4.4.1 Brazil Market States and Outlook (2013-2023)
 - 1.4.4.2 Egypt Market States and Outlook (2013-2023)
 - 1.4.4.3 Saudi Arabia Market States and Outlook (2013-2023)
 - 1.4.4.4 South Africa Market States and Outlook (2013-2023)
 - 1.4.4.5 Nigeria Market States and Outlook (2013-2023)
- 1.5 Market Dynamics
 - 1.5.1 Market Opportunities
 - 1.5.2 Market Risk
 - 1.5.3 Market Driving Force

2 MANUFACTURERS PROFILES

2.1 Hallmark Cards

2.1.1 Business Overview

2.1.1.1 Hallmark Cards Description

2.1.1.2 Hallmark Cards Headquarter, Main Business and Finance Overview

2.1.2 Hallmark Cards Greeting Cards Product Introduction

2.1.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors

2.1.2.2 Greeting Cards Product Information

2.1.3 Hallmark Cards Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.1.3.1 Hallmark Cards Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.1.3.2 Global Hallmark Cards Greeting Cards Market Share in 2017

2.2 American Greetings

2.2.1 Business Overview

2.2.1.1 American Greetings Description

2.2.1.2 American Greetings Headquarter, Main Business and Finance Overview

2.2.2 American Greetings Greeting Cards Product Introduction

2.2.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors

2.2.2.2 Greeting Cards Product Information

2.2.3 American Greetings Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.2.3.1 American Greetings Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.2.3.2 Global American Greetings Greeting Cards Market Share in 2017

2.3 Card Factory

2.3.1 Business Overview

2.3.1.1 Card Factory Description

2.3.1.2 Card Factory Headquarter, Main Business and Finance Overview

2.3.2 Card Factory Greeting Cards Product Introduction

2.3.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors

2.3.2.2 Greeting Cards Product Information

2.3.3 Card Factory Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.3.3.1 Card Factory Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.3.3.2 Global Card Factory Greeting Cards Market Share in 2017

2.4 Schurman Retail Group

2.4.1 Business Overview

2.4.1.1 Schurman Retail Group Description

2.4.1.2 Schurman Retail Group Headquarter, Main Business and Finance Overview

2.4.2 Schurman Retail Group Greeting Cards Product Introduction

2.4.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors

2.4.2.2 Greeting Cards Product Information

2.4.3 Schurman Retail Group Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.4.3.1 Schurman Retail Group Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.4.3.2 Global Schurman Retail Group Greeting Cards Market Share in 2017

2.5 CSS Industries Inc.

2.5.1 Business Overview

2.5.1.1 CSS Industries Inc. Description

2.5.1.2 CSS Industries Inc. Headquarter, Main Business and Finance Overview

2.5.2 CSS Industries Inc. Greeting Cards Product Introduction

2.5.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors

2.5.2.2 Greeting Cards Product Information

2.5.3 CSS Industries Inc. Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.5.3.1 CSS Industries Inc. Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.5.3.2 Global CSS Industries Inc. Greeting Cards Market Share in 2017

2.6 Avanti Press

2.6.1 Business Overview

2.6.1.1 Avanti Press Description

2.6.1.2 Avanti Press Headquarter, Main Business and Finance Overview

2.6.2 Avanti Press Greeting Cards Product Introduction

2.6.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors

2.6.2.2 Greeting Cards Product Information

2.6.3 Avanti Press Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.6.3.1 Avanti Press Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.6.3.2 Global Avanti Press Greeting Cards Market Share in 2017

2.7 Simon Elvin

2.7.1 Business Overview

2.7.1.1 Simon Elvin Description

2.7.1.2 Simon Elvin Headquarter, Main Business and Finance Overview

- 2.7.2 Simon Elvin Greeting Cards Product Introduction
 - 2.7.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors
 - 2.7.2.2 Greeting Cards Product Information
- 2.7.3 Simon Elvin Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.7.3.1 Simon Elvin Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.7.3.2 Global Simon Elvin Greeting Cards Market Share in 2017
- 2.8 Myron Manufacturing Corp.
 - 2.8.1 Business Overview
 - 2.8.1.1 Myron Manufacturing Corp. Description
 - 2.8.1.2 Myron Manufacturing Corp. Headquarter, Main Business and Finance Overview
 - 2.8.2 Myron Manufacturing Corp. Greeting Cards Product Introduction
 - 2.8.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors
 - 2.8.2.2 Greeting Cards Product Information
 - 2.8.3 Myron Manufacturing Corp. Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.8.3.1 Myron Manufacturing Corp. Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.8.3.2 Global Myron Manufacturing Corp. Greeting Cards Market Share in 2017
- 2.9 Moo
 - 2.9.1 Business Overview
 - 2.9.1.1 Moo Description
 - 2.9.1.2 Moo Headquarter, Main Business and Finance Overview
 - 2.9.2 Moo Greeting Cards Product Introduction
 - 2.9.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors
 - 2.9.2.2 Greeting Cards Product Information
 - 2.9.3 Moo Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.9.3.1 Moo Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
 - 2.9.3.2 Global Moo Greeting Cards Market Share in 2017
- 2.10 Herbert Walkers Ltd
 - 2.10.1 Business Overview
 - 2.10.1.1 Herbert Walkers Ltd Description
 - 2.10.1.2 Herbert Walkers Ltd Headquarter, Main Business and Finance Overview
 - 2.10.2 Herbert Walkers Ltd Greeting Cards Product Introduction
 - 2.10.2.1 Greeting Cards Production Bases, Sales Regions and Major Competitors

2.10.2.2 Greeting Cards Product Information

2.10.3 Herbert Walkers Ltd Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.10.3.1 Herbert Walkers Ltd Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.10.3.2 Global Herbert Walkers Ltd Greeting Cards Market Share in 2017

3 GLOBAL GREETING CARDS MARKET COMPETITION, BY MANUFACTURER

3.1 Global Greeting Cards Sales and Market Share by Manufacturer (2016-2017)

3.2 Global Greeting Cards Revenue and Market Share by Manufacturer (2016-2017)

3.3 Global Greeting Cards Price by Manufacturer (2016-2017)

3.4 Market Concentration Rate

3.4.1 Top 3 Greeting Cards Manufacturer Market Share in 2017

3.4.2 Top 5 Greeting Cards Manufacturer Market Share in 2017

3.5 Market Competition Trend

4 GLOBAL GREETING CARDS MARKET ANALYSIS BY REGIONS

4.1 Global Greeting Cards Sales, Revenue and Market Share by Regions

4.1.1 Global Greeting Cards Sales by Regions (2013-2018)

4.1.2 Global Greeting Cards Revenue by Regions (2013-2018)

4.2 North America Greeting Cards Sales, Revenue and Growth Rate (2013-2018)

4.3 Europe Greeting Cards Sales, Revenue and Growth Rate (2013-2018)

4.4 Asia-Pacific Greeting Cards Sales, Revenue and Growth Rate (2013-2018)

4.5 South America Greeting Cards Sales, Revenue and Growth Rate (2013-2018)

4.6 Middle East and Africa Greeting Cards Sales, Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA GREETING CARDS BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

5.1 North America Greeting Cards Sales, Revenue and Market Share by Countries

5.1.1 North America Greeting Cards Sales by Countries (2013-2018)

5.1.2 North America Greeting Cards Revenue by Countries (2013-2018)

5.1.3 United States Greeting Cards Sales and Growth Rate (2013-2018)

5.1.4 Canada Greeting Cards Sales and Growth Rate (2013-2018)

5.1.5 Mexico Greeting Cards Sales and Growth Rate (2013-2018)

5.2 North America Greeting Cards Sales and Revenue (Value) by Manufacturers

(2016-2017)

5.2.1 North America Greeting Cards Sales by Manufacturers (2016-2017)

5.2.2 North America Greeting Cards Revenue by Manufacturers (2016-2017)

5.3 North America Greeting Cards Sales, Revenue and Market Share by Type

(2013-2018)

5.3.1 North America Greeting Cards Sales and Sales Share by Type (2013-2018)

5.3.2 North America Greeting Cards Revenue and Revenue Share by Type

(2013-2018)

5.4 North America Greeting Cards Sales, Revenue and Market Share by Application

(2013-2018)

5.4.1 North America Greeting Cards Sales and Sales Share by Application

(2013-2018)

5.4.2 North America Greeting Cards Revenue and Revenue Share by Application

(2013-2018)

6 EUROPE GREETING CARDS BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

6.1 Europe Greeting Cards Sales, Revenue and Market Share by Countries

6.1.1 Europe Greeting Cards Sales by Countries (2013-2018)

6.1.2 Europe Greeting Cards Revenue by Countries (2013-2018)

6.1.3 Germany Greeting Cards Sales and Growth Rate (2013-2018)

6.1.4 UK Greeting Cards Sales and Growth Rate (2013-2018)

6.1.5 France Greeting Cards Sales and Growth Rate (2013-2018)

6.1.6 Russia Greeting Cards Sales and Growth Rate (2013-2018)

6.1.7 Italy Greeting Cards Sales and Growth Rate (2013-2018)

6.2 Europe Greeting Cards Sales and Revenue (Value) by Manufacturers (2016-2017)

6.2.1 Europe Greeting Cards Sales by Manufacturers (2016-2017)

6.2.2 Europe Greeting Cards Revenue by Manufacturers (2016-2017)

6.3 Europe Greeting Cards Sales, Revenue and Market Share by Type (2013-2018)

6.3.1 Europe Greeting Cards Sales and Sales Share by Type (2013-2018)

6.3.2 Europe Greeting Cards Revenue and Revenue Share by Type (2013-2018)

6.4 Europe Greeting Cards Sales, Revenue and Market Share by Application

(2013-2018)

6.4.1 Europe Greeting Cards Sales and Sales Share by Application (2013-2018)

6.4.2 Europe Greeting Cards Revenue and Revenue Share by Application

(2013-2018)

7 ASIA-PACIFIC GREETING CARDS BY COUNTRIES, TYPE, APPLICATION AND

MANUFACTURERS

7.1 Asia-Pacific Greeting Cards Sales, Revenue and Market Share by Countries

7.1.1 Asia-Pacific Greeting Cards Sales by Countries (2013-2018)

7.1.2 Asia-Pacific Greeting Cards Revenue by Countries (2013-2018)

7.1.3 China Greeting Cards Sales and Growth Rate (2013-2018)

7.1.4 Japan Greeting Cards Sales and Growth Rate (2013-2018)

7.1.5 Korea Greeting Cards Sales and Growth Rate (2013-2018)

7.1.6 India Greeting Cards Sales and Growth Rate (2013-2018)

7.1.7 Southeast Asia Greeting Cards Sales and Growth Rate (2013-2018)

7.2 Asia-Pacific Greeting Cards Sales and Revenue (Value) by Manufacturers (2016-2017)

7.2.1 Asia-Pacific Greeting Cards Sales by Manufacturers (2016-2017)

7.2.2 Asia-Pacific Greeting Cards Revenue by Manufacturers (2016-2017)

7.3 Asia-Pacific Greeting Cards Sales, Revenue and Market Share by Type (2013-2018)

7.3.1 Asia-Pacific Greeting Cards Sales and Sales Share by Type (2013-2018)

7.3.2 Asia-Pacific Greeting Cards Revenue and Revenue Share by Type (2013-2018)

7.4 Asia-Pacific Greeting Cards Sales, Revenue and Market Share by Application (2013-2018)

7.4.1 Asia-Pacific Greeting Cards Sales and Sales Share by Application (2013-2018)

7.4.2 Asia-Pacific Greeting Cards Revenue and Revenue Share by Application (2013-2018)

8 SOUTH AMERICA GREETING CARDS BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

8.1 South America Greeting Cards Sales, Revenue and Market Share by Countries

8.1.1 South America Greeting Cards Sales by Countries (2013-2018)

8.1.2 South America Greeting Cards Revenue by Countries (2013-2018)

8.1.3 Brazil Greeting Cards Sales and Growth Rate (2013-2018)

8.1.4 Argentina Greeting Cards Sales and Growth Rate (2013-2018)

8.1.5 Colombia Greeting Cards Sales and Growth Rate (2013-2018)

8.2 South America Greeting Cards Sales and Revenue (Value) by Manufacturers (2016-2017)

8.2.1 South America Greeting Cards Sales by Manufacturers (2016-2017)

8.2.2 South America Greeting Cards Revenue by Manufacturers (2016-2017)

8.3 South America Greeting Cards Sales, Revenue and Market Share by Type (2013-2018)

- 8.3.1 South America Greeting Cards Sales and Sales Share by Type (2013-2018)
- 8.3.2 South America Greeting Cards Revenue and Revenue Share by Type (2013-2018)
- 8.4 South America Greeting Cards Sales, Revenue and Market Share by Application (2013-2018)
 - 8.4.1 South America Greeting Cards Sales and Sales Share by Application (2013-2018)
 - 8.4.2 South America Greeting Cards Revenue and Revenue Share by Application (2013-2018)

9 MIDDLE EAST AND AFRICA GREETING CARDS BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

- 9.1 Middle East and Africa Greeting Cards Sales, Revenue and Market Share by Countries
 - 9.1.1 Middle East and Africa Greeting Cards Sales by Countries (2013-2018)
 - 9.1.2 Middle East and Africa Greeting Cards Revenue by Countries (2013-2018)
 - 9.1.3 Saudi Arabia Greeting Cards Sales and Growth Rate (2013-2018)
 - 9.1.4 UAE Greeting Cards Sales and Growth Rate (2013-2018)
 - 9.1.5 Egypt Greeting Cards Sales and Growth Rate (2013-2018)
 - 9.1.6 Nigeria Greeting Cards Sales and Growth Rate (2013-2018)
 - 9.1.7 South Africa Greeting Cards Sales and Growth Rate (2013-2018)
- 9.2 Middle East and Africa Greeting Cards Sales and Revenue (Value) by Manufacturers (2016-2017)
 - 9.2.1 Middle East and Africa Greeting Cards Sales by Manufacturers (2016-2017)
 - 9.2.2 Middle East and Africa Greeting Cards Revenue by Manufacturers (2016-2017)
- 9.3 Middle East and Africa Greeting Cards Sales, Revenue and Market Share by Type (2013-2018)
 - 9.3.1 Middle East and Africa Greeting Cards Sales and Sales Share by Type (2013-2018)
 - 9.3.1 Middle East and Africa Greeting Cards Revenue and Revenue Share by Type (2013-2018)
- 9.4 Middle East and Africa Greeting Cards Sales, Revenue and Market Share by Application (2013-2018)
 - 9.4.1 Middle East and Africa Greeting Cards Sales and Sales Share by Application (2013-2018)
 - 9.4.2 Middle East and Africa Greeting Cards Revenue and Revenue Share by Application (2013-2018)

10 GLOBAL GREETING CARDS MARKET SEGMENT BY TYPE

10.1 Global Greeting Cards Sales, Revenue and Market Share by Type (2013-2018)

10.1.1 Global Greeting Cards Sales and Market Share by Type (2013-2018)

10.1.2 Global Greeting Cards Revenue and Market Share by Type (2013-2018)

10.2 Seasonal Greeting Cards Sales Growth and Price

10.2.1 Global Seasonal Greeting Cards Sales Growth (2013-2018)

10.2.2 Global Seasonal Greeting Cards Price (2013-2018)

10.3 Every Day Greeting Cards Sales Growth and Price

10.3.1 Global Every Day Greeting Cards Sales Growth (2013-2018)

10.3.2 Global Every Day Greeting Cards Price (2013-2018)

11 GLOBAL GREETING CARDS MARKET SEGMENT BY APPLICATION

11.1 Global Greeting Cards Sales Market Share by Application (2013-2018)

11.2 Business Cards Sales Growth (2013-2018)

11.3 Personal Cards Sales Growth (2013-2018)

12 GREETING CARDS MARKET FORECAST (2018-2023)

12.1 Global Greeting Cards Sales, Revenue and Growth Rate (2018-2023)

12.2 Greeting Cards Market Forecast by Regions (2018-2023)

12.2.1 North America Greeting Cards Market Forecast (2018-2023)

12.2.2 Europe Greeting Cards Market Forecast (2018-2023)

12.2.3 Asia-Pacific Greeting Cards Market Forecast (2018-2023)

12.2.4 South America Greeting Cards Market Forecast (2018-2023)

12.2.5 Middle East and Africa Greeting Cards Market Forecast (2018-2023)

12.3 Greeting Cards Market Forecast by Type (2018-2023)

12.3.1 Global Greeting Cards Sales Forecast by Type (2018-2023)

12.3.2 Global Greeting Cards Market Share Forecast by Type (2018-2023)

12.4 Greeting Cards Market Forecast by Application (2018-2023)

12.4.1 Global Greeting Cards Sales Forecast by Application (2018-2023)

12.4.2 Global Greeting Cards Market Share Forecast by Application (2018-2023)

13 SALES CHANNEL, DISTRIBUTORS, TRADERS AND DEALERS

13.1 Sales Channel

13.1.1 Direct Marketing

13.1.2 Indirect Marketing

13.1.3 Marketing Channel Future Trend
13.2 Distributors, Traders and Dealers

14 RESEARCH FINDINGS AND CONCLUSION

15 APPENDIX

15.1 Methodology
15.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Greeting Cards Picture

Table Product Specifications of Greeting Cards

Figure Global Greeting Cards CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (USD Million)

Figure Global Greeting Cards CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (Sales)

Figure Global Sales Market Share of Greeting Cards by Types in 2017

Figure Seasonal Greeting Cards Picture

Table Major Manufacturers of Seasonal Greeting Cards

Figure Every Day Greeting Cards Picture

Table Major Manufacturers of Every Day Greeting Cards

Figure Greeting Cards Sales Market Share by Applications in 2017

Figure Business Cards Picture

Figure Personal Cards Picture

Figure United States Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Canada Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Mexico Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Germany Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure France Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure UK Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Russia Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Italy Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure China Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Japan Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Korea Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure India Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Southeast Asia Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Brazil Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Egypt Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Saudi Arabia Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure South Africa Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Figure Nigeria Greeting Cards Revenue (Value) and Growth Rate (2013-2023)

Table Hallmark Cards Headquarter, Established, Main Business and Finance Overview (2017)

Table Hallmark Cards Greeting Cards Production Bases, Sales Regions and Major

Competitors

Table Hallmark Cards Greeting Cards Product

Table Hallmark Cards Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Hallmark Cards Greeting Cards Sales Market Share in 2017

Figure Global Hallmark Cards Greeting Cards Revenue Market Share in 2017

Table American Greetings Headquarter, Established, Main Business and Finance Overview (2017)

Table American Greetings Greeting Cards Production Bases, Sales Regions and Major Competitors

Table American Greetings Greeting Cards Product

Table American Greetings Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global American Greetings Greeting Cards Sales Market Share in 2017

Figure Global American Greetings Greeting Cards Revenue Market Share in 2017

Table Card Factory Headquarter, Established, Main Business and Finance Overview (2017)

Table Card Factory Greeting Cards Production Bases, Sales Regions and Major Competitors

Table Card Factory Greeting Cards Product

Table Card Factory Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Card Factory Greeting Cards Sales Market Share in 2017

Figure Global Card Factory Greeting Cards Revenue Market Share in 2017

Table Schurman Retail Group Headquarter, Established, Main Business and Finance Overview (2017)

Table Schurman Retail Group Greeting Cards Production Bases, Sales Regions and Major Competitors

Table Schurman Retail Group Greeting Cards Product

Table Schurman Retail Group Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Schurman Retail Group Greeting Cards Sales Market Share in 2017

Figure Global Schurman Retail Group Greeting Cards Revenue Market Share in 2017

Table CSS Industries Inc. Headquarter, Established, Main Business and Finance Overview (2017)

Table CSS Industries Inc. Greeting Cards Production Bases, Sales Regions and Major Competitors

Table CSS Industries Inc. Greeting Cards Product

Table CSS Industries Inc. Greeting Cards Sales, Price, Revenue, Gross Margin and

Market Share (2016-2017)

Figure Global CSS Industries Inc. Greeting Cards Sales Market Share in 2017

Figure Global CSS Industries Inc. Greeting Cards Revenue Market Share in 2017

Table Avanti Press Headquarter, Established, Main Business and Finance Overview (2017)

Table Avanti Press Greeting Cards Production Bases, Sales Regions and Major Competitors

Table Avanti Press Greeting Cards Product

Table Avanti Press Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Avanti Press Greeting Cards Sales Market Share in 2017

Figure Global Avanti Press Greeting Cards Revenue Market Share in 2017

Table Simon Elvin Headquarter, Established, Main Business and Finance Overview (2017)

Table Simon Elvin Greeting Cards Production Bases, Sales Regions and Major Competitors

Table Simon Elvin Greeting Cards Product

Table Simon Elvin Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Simon Elvin Greeting Cards Sales Market Share in 2017

Figure Global Simon Elvin Greeting Cards Revenue Market Share in 2017

Table Myron Manufacturing Corp. Headquarter, Established, Main Business and Finance Overview (2017)

Table Myron Manufacturing Corp. Greeting Cards Production Bases, Sales Regions and Major Competitors

Table Myron Manufacturing Corp. Greeting Cards Product

Table Myron Manufacturing Corp. Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Myron Manufacturing Corp. Greeting Cards Sales Market Share in 2017

Figure Global Myron Manufacturing Corp. Greeting Cards Revenue Market Share in 2017

Table Moo Headquarter, Established, Main Business and Finance Overview (2017)

Table Moo Greeting Cards Production Bases, Sales Regions and Major Competitors

Table Moo Greeting Cards Product

Table Moo Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Moo Greeting Cards Sales Market Share in 2017

Figure Global Moo Greeting Cards Revenue Market Share in 2017

Table Herbert Walkers Ltd Headquarter, Established, Main Business and Finance

Overview (2017)

Table Herbert Walkers Ltd Greeting Cards Production Bases, Sales Regions and Major Competitors

Table Herbert Walkers Ltd Greeting Cards Product

Table Herbert Walkers Ltd Greeting Cards Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Herbert Walkers Ltd Greeting Cards Sales Market Share in 2017

Figure Global Herbert Walkers Ltd Greeting Cards Revenue Market Share in 2017

Table Global Greeting Cards Sales by Manufacturer (2016-2017)

Figure Global Greeting Cards Sales Market Share by Manufacturer in 2016

Figure Global Greeting Cards Sales Market Share by Manufacturer in 2017

Table Global Greeting Cards Revenue by Manufacturer (2016-2017)

Figure Global Greeting Cards Revenue Market Share by Manufacturer in 2016

Figure Global Greeting Cards Revenue Market Share by Manufacturer in 2017

Table Global Greeting Cards Price by Manufacturer (2016-2017)

Figure Top 3 Greeting Cards Manufacturer (Revenue) Market Share in 2017

Figure Top 6 Greeting Cards Manufacturer (Revenue) Market Share in 2017

Figure Global Greeting Cards Sales and Growth Rate (2013-2018)

Figure Global Greeting Cards Revenue and Growth Rate (2013-2018)

Table Global Greeting Cards Sales by Regions (2013-2018)

Table Global Greeting Cards Sales Market Share by Regions (2013-2018)

Table Global Greeting Cards Revenue by Regions (2013-2018)

Figure Global Greeting Cards Revenue Market Share by Regions in 2013

Figure Global Greeting Cards Revenue Market Share by Regions in 2017

Figure North America Greeting Cards Sales and Growth Rate (2013-2018)

Figure North America Greeting Cards Revenue and Growth Rate (2013-2018)

Figure Europe Greeting Cards Sales and Growth Rate (2013-2018)

Figure Europe Greeting Cards Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Greeting Cards Sales and Growth Rate (2013-2018)

Figure Asia-Pacific Greeting Cards Revenue and Growth Rate (2013-2018)

Figure South America Greeting Cards Sales and Growth Rate (2013-2018)

Figure South America Greeting Cards Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Greeting Cards Sales and Growth Rate (2013-2018)

Figure Middle East and Africa Greeting Cards Revenue and Growth Rate (2013-2018)

Figure North America Greeting Cards Revenue and Growth Rate (2013-2018)

Table North America Greeting Cards Sales by Countries (2013-2018)

Table North America Greeting Cards Sales Market Share by Countries (2013-2018)

Figure North America Greeting Cards Sales Market Share by Countries in 2013

Figure North America Greeting Cards Sales Market Share by Countries in 2017

Table North America Greeting Cards Revenue by Countries (2013-2018)
Table North America Greeting Cards Revenue Market Share by Countries (2013-2018)
Figure North America Greeting Cards Revenue Market Share by Countries in 2013
Figure North America Greeting Cards Revenue Market Share by Countries in 2017
Figure United States Greeting Cards Sales and Growth Rate (2013-2018)
Figure Canada Greeting Cards Sales and Growth Rate (2013-2018)
Figure Mexico Greeting Cards Sales and Growth Rate (2013-2018)
Table North America Greeting Cards Sales by Manufacturer (2016-2017)
Figure North America Greeting Cards Sales Market Share by Manufacturer in 2016
Figure North America Greeting Cards Sales Market Share by Manufacturer in 2017
Table North America Greeting Cards Revenue by Manufacturer (2016-2017)
Figure North America Greeting Cards Revenue Market Share by Manufacturer in 2016
Figure North America Greeting Cards Revenue Market Share by Manufacturer in 2017
Table North America Greeting Cards Sales by Type (2013-2018)
Table North America Greeting Cards Sales Share by Type (2013-2018)
Table North America Greeting Cards Revenue by Type (2013-2018)
Table North America Greeting Cards Revenue Share by Type (2013-2018)
Table North America Greeting Cards Sales by Application (2013-2018)
Table North America Greeting Cards Sales Share by Application (2013-2018)
Table North America Greeting Cards Revenue by Application (2013-2018)
Table North America Greeting Cards Revenue Share by Application (2013-2018)
Figure Europe Greeting Cards Revenue and Growth Rate (2013-2018)
Table Europe Greeting Cards Sales by Countries (2013-2018)
Table Europe Greeting Cards Sales Market Share by Countries (2013-2018)
Table Europe Greeting Cards Revenue by Countries (2013-2018)
Figure Europe Greeting Cards Revenue Market Share by Countries in 2016
Figure Europe Greeting Cards Revenue Market Share by Countries in 2017
Figure Germany Greeting Cards Sales and Growth Rate (2013-2018)
Figure UK Greeting Cards Sales and Growth Rate (2013-2018)
Figure France Greeting Cards Sales and Growth Rate (2013-2018)
Figure Russia Greeting Cards Sales and Growth Rate (2013-2018)
Figure Italy Greeting Cards Sales and Growth Rate (2013-2018)
Table Europe Greeting Cards Sales by Manufacturer (2016-2017)
Figure Europe Greeting Cards Sales Market Share by Manufacturer in 2016
Figure Europe Greeting Cards Sales Market Share by Manufacturer in 2017
Table Europe Greeting Cards Revenue by Manufacturer (2016-2017)
Figure Europe Greeting Cards Revenue Market Share by Manufacturer in 2016
Figure Europe Greeting Cards Revenue Market Share by Manufacturer in 2017
Table Europe Greeting Cards Sales by Type (2013-2018)

Table Europe Greeting Cards Sales Share by Type (2013-2018)
Table Europe Greeting Cards Revenue by Type (2013-2018)
Table Europe Greeting Cards Revenue Share by Type (2013-2018)
Table Europe Greeting Cards Sales by Application (2013-2018)
Table Europe Greeting Cards Sales Share by Application (2013-2018)
Table Europe Greeting Cards Revenue by Application (2013-2018)
Table Europe Greeting Cards Revenue Share by Application (2013-2018)
Figure Asia-Pacific Greeting Cards Revenue and Growth Rate (2013-2018)
Table Asia-Pacific Greeting Cards Sales by Countries (2013-2018)
Table Asia-Pacific Greeting Cards Sales Market Share by Countries (2013-2018)
Figure Asia-Pacific Greeting Cards Sales Market Share by Countries 2017
Table Asia-Pacific Greeting Cards Revenue by Countries (2013-2018)
Figure Asia-Pacific Greeting Cards Revenue Market Share by Countries 2017
Figure China Greeting Cards Sales and Growth Rate (2013-2018)
Figure Japan Greeting Cards Sales and Growth Rate (2013-2018)
Figure Korea Greeting Cards Sales and Growth Rate (2013-2018)
Figure India Greeting Cards Sales and Growth Rate (2013-2018)
Figure Southeast Asia Greeting Cards Sales and Growth Rate (2013-2018)
Table Asia-Pacific Greeting Cards Sales by Manufacturer (2016-2017)
Figure Asia-Pacific Greeting Cards Sales Market Share by Manufacturer in 2016
Figure Asia-Pacific Greeting Cards Sales Market Share by Manufacturer in 2017
Table Asia-Pacific Greeting Cards Revenue by Manufacturer (2016-2017)
Figure Asia-Pacific Greeting Cards Revenue Market Share by Manufacturer in 2016
Figure Asia-Pacific Greeting Cards Revenue Market Share by Manufacturer in 2017
Table Asia-Pacific Greeting Cards Sales by Type (2013-2018)
Table Asia-Pacific Greeting Cards Sales Share by Type (2013-2018)
Table Asia-Pacific Greeting Cards Revenue by Type (2013-2018)
Table Asia-Pacific Greeting Cards Revenue Share by Type (2013-2018)
Table Asia-Pacific Greeting Cards Sales by Application (2013-2018)
Table Asia-Pacific Greeting Cards Sales Share by Application (2013-2018)
Table Asia-Pacific Greeting Cards Revenue by Application (2013-2018)
Table Asia-Pacific Greeting Cards Revenue Share by Application (2013-2018)
Figure South America Greeting Cards Revenue and Growth Rate (2013-2018)
Table South America Greeting Cards Sales by Countries (2013-2018)
Table South America Greeting Cards Sales Market Share by Countries (2013-2018)
Figure South America Greeting Cards Sales Market Share by Countries in 2017
Table South America Greeting Cards Revenue by Countries (2013-2018)
Table South America Greeting Cards Revenue Market Share by Countries (2013-2018)
Figure South America Greeting Cards Revenue Market Share by Countries in 2017

Figure Brazil Greeting Cards Sales and Growth Rate (2013-2018)
Figure Argentina Greeting Cards Sales and Growth Rate (2013-2018)
Figure Colombia Greeting Cards Sales and Growth Rate (2013-2018)
Table South America Greeting Cards Sales by Manufacturer (2016-2017)
Figure South America Greeting Cards Sales Market Share by Manufacturer in 2016
Figure South America Greeting Cards Sales Market Share by Manufacturer in 2017
Table South America Greeting Cards Revenue by Manufacturer (2016-2017)
Figure South America Greeting Cards Revenue Market Share by Manufacturer in 2016
Figure South America Greeting Cards Revenue Market Share by Manufacturer in 2017
Table South America Greeting Cards Sales by Type (2013-2018)
Table South America Greeting Cards Sales Share by Type (2013-2018)
Table South America Greeting Cards Revenue by Type (2013-2018)
Table South America Greeting Cards Revenue Share by Type (2013-2018)
Table South America Greeting Cards Sales by Application (2013-2018)
Table South America Greeting Cards Sales Share by Application (2013-2018)
Table South America Greeting Cards Revenue by Application (2013-2018)
Table South America Greeting Cards Revenue Share by Application (2013-2018)
Figure Middle East and Africa Greeting Cards Revenue and Growth Rate (2013-2018)
Table Middle East and Africa Greeting Cards Sales by Countries (2013-2018)
Table Middle East and Africa Greeting Cards Sales Market Share by Countries (2013-2018)
Figure Middle East and Africa Greeting Cards Sales Market Share by Countries in 2017
Table Middle East and Africa Greeting Cards Revenue by Countries (2013-2018)
Table Middle East and Africa Greeting Cards Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Greeting Cards Revenue Market Share by Countries in 2013
Figure Middle East and Africa Greeting Cards Revenue Market Share by Countries in 2017
Figure Saudi Arabia Greeting Cards Sales and Growth Rate (2013-2018)
Figure UAE Greeting Cards Sales and Growth Rate (2013-2018)
Figure Egypt Greeting Cards Sales and Growth Rate (2013-2018)
Figure Nigeria Greeting Cards Sales and Growth Rate (2013-2018)
Figure South Africa Greeting Cards Sales and Growth Rate (2013-2018)
Table Middle East and Africa Greeting Cards Sales by Manufacturer (2016-2017)
Figure Middle East and Africa Greeting Cards Sales Market Share by Manufacturer in 2016
Figure Middle East and Africa Greeting Cards Sales Market Share by Manufacturer in 2017

Table Middle East and Africa Greeting Cards Revenue by Manufacturer (2016-2017)
Figure Middle East and Africa Greeting Cards Revenue Market Share by Manufacturer in 2016

Figure Middle East and Africa Greeting Cards Revenue Market Share by Manufacturer in 2017

Table Middle East and Africa Greeting Cards Sales by Type (2013-2018)

Table Middle East and Africa Greeting Cards Sales Share by Type (2013-2018)

Table Middle East and Africa Greeting Cards Revenue by Type (2013-2018)

Table Middle East and Africa Greeting Cards Revenue Share by Type (2013-2018)

Table Middle East and Africa Greeting Cards Sales by Application (2013-2018)

Table Middle East and Africa Greeting Cards Sales Share by Application (2013-2018)

Table Middle East and Africa Greeting Cards Revenue by Application (2013-2018)

Table Middle East and Africa Greeting Cards Revenue Share by Application (2013-2018)

Table Global Greeting Cards Sales by Type (2013-2018)

Table Global Greeting Cards Sales Share by Type (2013-2018)

Table Global Greeting Cards Revenue by Type (2013-2018)

Table Global Greeting Cards Revenue Share by Type (2013-2018)

Figure Global Seasonal Greeting Cards Sales Growth (2013-2018)

Figure Global Seasonal Greeting Cards Price (2013-2018)

Figure Global Every Day Greeting Cards Sales Growth (2013-2018)

Figure Global Every Day Greeting Cards Price (2013-2018)

Table Global Greeting Cards Sales by Application (2013-2018)

Table Global Greeting Cards Sales Share by Application (2013-2018)

Figure Global Business Cards Sales Growth (2013-2018)

Figure Global Personal Cards Sales Growth (2013-2018)

Figure Global Greeting Cards Sales, Revenue and Growth Rate (2018-2023)

Table Global Greeting Cards Sales Forecast by Regions (2018-2023)

Table Global Greeting Cards Market Share Forecast by Regions (2018-2023)

Figure North America Sales Greeting Cards Market Forecast (2018-2023)

Figure Europe Sales Greeting Cards Market Forecast (2018-2023)

Figure Asia-Pacific Sales Greeting Cards Market Forecast (2018-2023)

Figure South America Sales Greeting Cards Market Forecast (2018-2023)

Figure Middle East and Africa Sales Greeting Cards Market Forecast (2018-2023)

Table Global Greeting Cards Sales Forecast by Type (2018-2023)

Table Global Greeting Cards Market Share Forecast by Type (2018-2023)

Table Global Greeting Cards Sales Forecast by Application (2018-2023)

Table Global Greeting Cards Market Share Forecast by Application (2018-2023)

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