

Greeting Cards Market Size, Share & Trends Analysis Report By Type (E-Card, Traditional Card), By Distribution Channel (Online, Offline), By Region (North America, Asia Pacific), And Segment Forecasts, 2025 - 2033

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Abstracts

The global greeting cards market size was estimated at USD 19.61 billion in 2024 and is projected to reach USD 22.96 billion by 2033, growing at a CAGR of 1.8% from 2025 to 2033. The industry is experiencing renewed momentum, largely due to the rising cultural emphasis on celebrating milestones and special occasions.

As people continue to seek meaningful ways to share affection, the ritual of exchanging cards remains deeply relevant. Notably, there has been growing interest in handmade cards, which are valued for their personal and thoughtful appeal. Industry figures from the UK indicate that sales of individual greeting cards reached approximately USD 1.7 billion in 2024, underscoring their continued relevance for events ranging from birthdays to festive holidays. In the United States, early 2025 insights reinforce the same behavior, as billions of cards are still exchanged every year, particularly birthday cards, which consistently lead sales worldwide. This continued preference for physical cards, despite the availability of digital alternatives, highlights their enduring emotional and keepsake value. At the same time, the emergence of interactive cards and e-card innovations is expanding the category by offering new avenues for personalized messaging and expression.

The growing relevance of greeting cards is also mirrored in specific seasonal occasions. For example, nearly 40% of Mother's Day shoppers in 2024 included a greeting card in their gift-buying, with a surge of purchases occurring in the week leading up to the holiday. This uptick reflects broader trends among younger consumers, particularly Gen

Z, who are increasingly participating in seasonal holidays and often prefer gestures that feel genuine and heartfelt. As gifting trends evolve, greeting cards are proving especially resilient by offering an accessible and meaningful way to personalize celebrations, bridging the gap between quick convenience and emotional sincerity.

The COVID-19 pandemic caused widespread disruption across the greeting card industry, primarily due to the temporary closure of non-essential retail outlets and interruptions in global supply chains. These constraints not only limited the production and distribution of physical cards but also altered consumer behavior. With fewer opportunities to shop in-store, many customers shifted to digital greetings or online card platforms, marking a temporary but notable change in how expressions of care and celebration were shared. Through strategies such as relocating cards to prominent locations outside the usual seasonal aisles and positioning them near gifting and high-traffic areas, brands have successfully reintroduced the category to everyday visibility. These efforts, combined with the expansion of personalization options through online platforms, have helped maintain relevance in a hybrid retail environment where both digital convenience and physical keepsakes coexist.

Global Greeting Cards Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis on the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global greeting cards market report on the basis of type, distribution channel, and region.

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Traditional card

E-card

Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)

Offline

Online

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

Central & South America

Brazil

Middle East & Africa (MEA)

South Africa

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