

# **Knitting Yarn Ball Retail Market Size, Share & Trends Analysis Report By Channel (Physical Stores, Online Channels), By Material (Cotton, Wool, Silk), By Region, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

The global knitting yarn ball retail market size was estimated at USD 6.21 billion in 2024 and is projected to reach USD 9.89 billion by 2033, growing at a CAGR of 5.4% from 2025 to 2033. The growing interest of young people in the knitting activity, coupled with the rising trend of displaying their art and new patterns on social media, is bolstering the growth of globally knitting yarn ball retail industry.

Cotton fiber is one of the major material used for manufacturing the yarn balls for the knitting of tanks, tunics, tees, and pullovers owing to its high breathable and absorbent properties. In addition, the softness and ability of drape offered by cotton yarn ball make it ideal for producing formal wear. People also utilize cotton yarn balls for knitting soft toys, which is expected to further propel the market growth.

Technological advancements in fiber processing and dyeing techniques also play a significant role in driving the market growth. Innovations in spinning and color treatment have improved yarn softness, durability, and colorfastness, making knitting more enjoyable and products more durable. These enhancements are leading to premiumization in the retail sector, where consumers are willing to pay higher prices for superior quality yarns. In addition, the integration of smart textile technology and specialty yarns, such as metallic or temperature-responsive fibers, is expanding the creative possibilities for hobbyists and designers alike.

The market's growth is further bolstered by the expansion of e-commerce and online craft retail platforms. Digital retailing has revolutionized product accessibility, enabling

small and large brands to reach global audiences. Online tutorials, virtual workshops, and subscription-based craft boxes are also contributing to rising engagement in knitting activities. Retailers are increasingly leveraging digital marketing strategies, social media influencers, and craft content creators to target niche consumer segments, thereby expanding the customer base and overall sales.

## Global Knitting Yarn Ball Retail Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis on the industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the knitting yarn ball retail market report based on channel, material, and region:

Channel Outlook (Volume, Million Units; Revenue, USD Million, 2021 - 2033)

Physical Stores

Online Channels

Material Outlook (Volume, Million Units; Revenue, USD Million, 2021 - 2033)

Cotton

Wool

Merino Wool

Alpaca

Cashmere

Silk

Others

Regional Outlook (Volume, Million Units; Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Europe

Germany

France

UK

Spain

Netherlands

Russia

Iceland

Scandinavia

Asia Pacific

China

India

Japan

South Korea

Australia

New Zealand

Central & South America

Middle East & Africa



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