

# **U.S. Christmas Decorative Products Market Size, Share & Trends Analysis Report By Product (Christmas Trees, Lights, Ornaments, Wreath & Garlands, Nativity Sets, Candles), By End-use (Residential, Commercial), By Distribution Channel, By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The U.S. Christmas decorative products market size was valued at USD 3.12 billion in 2025 and is projected to reach USD 4.12 billion by 2033, expanding at a CAGR of 3.5% from 2026 to 2033. The market is growing, driven by new product ideas and the use of advanced technology, such as smart and energy-saving features.

More products are now available, such as LED light strings, automated projectors, and customizable ornaments. These make holiday decorating easier, use less energy, and offer interactive options, which encourage more people to buy them during the festive season.

Urban consumers are driving growth in the U.S. Christmas decorations market. In major cities like New York, Los Angeles, and Chicago, people look for compact and stylish decorations that fit apartment living and modern tastes. As more people move to cities and new housing is built, there is a growing demand for practical, space-saving items that still bring seasonal cheer. This trend is helping the market reach more customers.

New technologies, especially artificial intelligence and the Internet of Things, are changing how people decorate for Christmas. Shoppers now prefer smart products like app-controlled lights, voice-activated garlands, and projectors that sync with music for trees and homes. These innovations push companies to create connected, long-lasting

decorations that fit into smart homes and make holiday celebrations easier and more fun.

Sustainability, changing buying habits, and a focus on personalization are also helping the U.S. Christmas decorations market grow. More people are choosing eco-friendly, recyclable, and energy-saving products to reduce their impact on the environment. There is also more interest in custom and culturally meaningful decorations, like personalized wreaths, figurines, and lighting kits. Big companies in retail and design are making moves to boost growth. For instance, in October 2025, Old World Christmas launched its new ornament collection, featuring partnerships with brands like The Beach Boys, Pink Floyd, and The Elf on the Shelf to offer nostalgic, licensed designs for a wide range of customers.

## U.S. Christmas Decorative Products Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. Christmas decorative products market report based on product, end-use, and distribution channel:

### Product Outlook (Revenue, USD Million, 2021 - 2033)

Christmas Trees

Christmas Lights

Ornaments

Wreath and Garlands

Nativity Sets

Candles

Others

### End Use Outlook (Revenue, USD Million, 2021 - 2033)

Residential

## Commercial

Restaurants & Hotels

Malls

Corporate Offices

Others

## Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

### Offline

Department stores

Specialty stores

Supermarkets and hypermarkets

### Online

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