

U.S. Greeting Cards Market Size, Share & Trends Analysis Report By Type (Personalized cards, Stationery Cards), By Price Range (Mid-Range, Premium/Luxury), By Distribution Channel (Online, Offline), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. greeting cards market size was valued at USD 7.12 billion in 2025 and is projected to reach USD 8.07 billion by 2033, growing at a CAGR of 1.6% from 2026 to 2033. The market is growing modestly due to its mature nature, with demand supported by strong gifting traditions, personalization, and premium pricing, while growth is limited by digital substitutes and stable usage volumes, resulting in steady but low CAGR expansion.

Emotional and social factors drive the U.S. greeting cards industry, as consumers increasingly seek meaningful ways to connect with family, friends, and colleagues. Rising awareness of mental health and emotional well-being has led to an increase in purchases of cards for encouragement, gratitude, and support, extending beyond traditional holidays. In the U.S., greeting card sales are strongly driven by calendar-locked consumer behavior rather than discretionary gifting. Major holidays like Christmas, Valentine's Day, Mother's Day, and Father's Day are commercially structured events, with retailers allocating fixed shelf space months in advance and consumers buying cards as part of a routine shopping trip.

Cards are frequently purchased during grocery or pharmacy runs at chains like Walmart, Target, CVS, and Kroger, often minutes before an event. This last-minute buying behavior is a key reason physical cards remain relevant in the U.S., where convenience and immediacy take precedence over long-term planning. According to the U.S. Chamber of Commerce data published in March 2025, about 6.5 million greeting

cards are purchased annually in the U.S.

In addition, greeting cards often serve as emotional anchors during significant or sensitive moments. In times when words are difficult to express, such as during loss, gratitude, or reconciliation, cards provide a socially accepted and emotionally safe way to communicate sentiment, making them increasingly relevant despite digital alternatives. For instance, according to the data published in November 2023, in a survey of 2,000 Americans, 55% preferred to receive a personalized message rather than an AI-generated message.

U.S. Greeting Cards Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the U.S. greeting cards market report on the basis of type, price range, and distribution channel:

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

Paper Photo Cards

Personalized cards

Invitation Cards

Stationery Cards

Others

Price Range Outlook (Revenue, USD Million, 2021 - 2033)

Mass/Value

Mid-Range

Premium/Luxury

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

Offline

Hypermarkets & Supermarkets

Convenience Stores

Stationery Stores

Others

Online

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