

# **Handicrafts Market Report by Product Type (Woodware, Artmetal Ware, Handprinted Textiles and Scarves, Embroidered and Crocheted Goods, Zari and Zari Goods, Imitation Jewelry, Sculptures, Pottery and Glass wares, Attars and Agarbattis, and Others), Distribution Channel (Mass Retailers, Departmental Stores, Independent Retailers, Specialty Stores, Online Stores, and Others), End-Use (Residential, Commercial), and Region 2024-2032**

<https://marketpublishers.com/r/H1DC17984F15EN.html>

Date: January 2024

Pages: 139

Price: US\$ 3,899.00 (Single User License)

ID: H1DC17984F15EN

## **Abstracts**

The global handicrafts market size reached US\$ 830.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,864.1 Billion by 2032, exhibiting a growth rate (CAGR) of 9.2% during 2024-2032. The increasing consumer demand for unique handmade products, rising number of e-commerce platforms, growing emphasis on sustainability, imposition of supportive government initiatives and policies, and increasing number of cultural events and festivals are some of the major factors propelling the market.

Handicrafts refer to artisanal items crafted by hand without the use of automated machinery, often using traditional techniques. It includes textiles, pottery, jewelry, and woodwork. They are crafted using various natural and synthetic materials, such as wood, clay, fibers, plastic, and metal. Handicrafts are widely used in home decor, fashion accessories, toys, furniture, religious ceremonies, and gift-giving. They are also integral to cultural preservation, educational tools, community building, and artisanal training. Handicrafts are unique and eco-friendly products that aid in empowering artisans, promoting cultural heritage, and reducing poverty.

The imposition of supportive government initiatives and policies promoting local craftsmanship through grants, training, and exhibitions is propelling the market growth. Furthermore, the growing expenditure capacities, which are allowing consumers to spend more on luxury and non-essential items, such as handicrafts, are contributing to the market growth. Besides this, the rising travel and tourism activity is facilitating the demand for handicrafts as souvenirs. Additionally, the increasing number of cultural events and festivals that offer an excellent avenue for artisans to showcase and sell their crafts is positively influencing the market growth. Apart from this, the advent of social media, which offers artisans a low-cost method to showcase their products, further broadening their reach, is acting as another growth-inducing factor. Moreover, the widespread product utilization in educational institutions for teaching arts and crafts skills is strengthening the market growth.

#### Handicrafts Market Trends/Drivers:

The increasing consumer demand for unique handmade products

The surging consumer demand for unique, handmade items is one of the most prominent factors driving the handicrafts market. Artisans use their advanced sets of skills and cultural knowledge to craft each piece intricately. This provides handicrafts with a level of uniqueness and personalization, which is virtually impossible to replicate through automated machinery. Furthermore, the appeal of handmade items extends beyond their aesthetic merits and lies in their story, the artisanal heritage, and the artistic imagination behind each piece. Moreover, consumers are increasingly seeking products that not only serve a functional purpose but also offer emotional or cultural value. As a result, this desire for differentiated products is a strong driving force behind the flourishing handicrafts market.

The rising number of e-commerce platforms

The proliferation of e-commerce platforms is acting as another growth-inducing factor. In line with this, the advent of e-commerce has democratized access to global audiences. Platforms dedicated to handmade and vintage items offer a centralized marketplace where artisans can showcase their products to consumers across the globe. Additionally, these platforms handle various aspects of the transaction process, including payment gateways and sometimes even shipping, allowing artisans to focus on their craft. Furthermore, the convenience and security offered by these digital platforms encourage more artisans to take their businesses online. Moreover, e-commerce enables detailed analytics, giving artisans insights into customer behavior

and market trends. All these factors combined make the rise of e-commerce platforms a significant driver in the expansion of the handicrafts market.

The growing emphasis on sustainability

Environmental consciousness is becoming a mainstream concern, affecting consumer behavior across various sectors. Handicrafts often have a smaller carbon footprint compared to mass-produced items due to localized production and the frequent use of natural, biodegradable materials. In addition, artisans often employ sustainable practices, such as using natural dyes or repurposing materials, which is increasingly appealing to eco-conscious consumers. Furthermore, the methodical, often slower pace of producing handicrafts tends to generate less waste, as artisans can afford to be meticulous and purposeful in their use of materials. Moreover, the increasing concern about climate change and environmental degradation, makes handicrafts an ethical purchase, due to their eco-friendly nature. Along with this, the growing emphasis on sustainable living, which is encouraging consumers to opt for environmentally responsible choices is favouring the market growth.

Handicrafts Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global handicrafts market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product type, distribution channel, and end-use.

Breakup by Product Type:

- Woodware
- Artmetal Ware
- Handprinted Textiles and Scarves
- Embroidered and Crocheted Goods
- Zari and Zari Goods
- Imitation Jewelry
- Sculptures
- Pottery and Glass wares
- Attars and Agarbattis
- Others

Woodware dominates the market

The report has provided a detailed breakup and analysis of the market based on product type. This includes woodware, artmetal ware, handprinted textiles and scarves, embroidered and crocheted goods, zari and zari goods, imitation jewelry, sculptures, pottery and glass wares, attars and agarbattis, and others. According to the report, woodware represented the largest segment.

Woodware is dominating the market as wood is an incredibly versatile material that can be transformed into a wide range of products, such as furniture, decorative items, kitchenware, and musical instruments. Furthermore, the natural texture and grain of wood offer a unique, timeless aesthetic that easily integrates into various interior design styles. Besides this, woodware is known for its longevity and durability, which makes it an attractive investment for consumers. Properly maintained woodware can last for generations, adding value over time. Additionally, woodworking is considered a revered craft with historical and symbolic significance. Items such as carved figurines, religious icons, and traditional musical instruments are generally crafted using wood. Moreover, the ability to carve, shape, and customize wood allows artisans to create personalized products that cater to niche markets.

Breakup by Distribution Channel:

- Mass Retailers
- Departmental Stores
- Independent Retailers
- Specialty Stores
- Online Stores
- Others

Mass retailers hold the largest share in the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes mass retailers, departmental stores, independent retailers, specialty stores, online stores, and others. According to the report, mass retailers represented the largest segment.

Mass retailers have the ability to purchase handicrafts in large volumes, thereby reducing the per-unit cost. This enables them to offer products at more competitive prices, attracting a broader consumer base. Furthermore, they often have extensive distribution channels, including both online and physical stores, allowing them to reach a larger and more diverse audience. Additionally, mass retailers have large budgets for

marketing and advertising to effectively promote handicraft products, thereby raising awareness and driving sales. Besides this, they usually offer a wide range of products, including handicrafts from different cultures and geographical regions, giving consumers more options to choose from. Moreover, mass retailers have strict quality control measures, which reassure consumers about the authenticity and durability of the handicrafts they are purchasing.

#### Breakup by End-Use:

Residential

Commercial

Residential holds the largest share in the market

A detailed breakup and analysis of the market based on end-use has also been provided in the report. This includes residential and commercial. According to the report, residential accounted for the largest market share.

Residential is dominating the market as handicrafts are widely used in home décor, owing to their unique designs, textures, and artistic qualities. Furthermore, many consumers view handicrafts as carriers of tradition and cultural significance, which resonate emotionally with homeowners. Besides this, handicrafts offer a level of customization, which is particularly appealing for residential settings where individuals seek to express their personal style. Additionally, handicrafts are popular choices for gifts, especially for occasions, such as weddings, housewarmings, and anniversaries, thus contributing to their high demand in residential contexts. Moreover, they often cater to niche interests, like specific cultural motifs, antique reproductions, or artisanal techniques, which attract a dedicated consumer base for residential usage.

#### Breakup by Region:

Asia-Pacific

North America

Europe

Middle East and Africa

Latin America

North America exhibits a clear dominance, accounting for the largest handicrafts market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include Asia-Pacific, North America, Europe, Middle East and Africa, and Latin America. According to the report, North America accounted for the largest market share.

North America has strong economic fundamentals, which empower consumers with the purchasing power to acquire non-essential items, such as handicrafts. Furthermore, the region is a melting pot of diverse cultures, which creates fertile ground for various forms of handicrafts. Additionally, the retail infrastructure in North America is highly developed, featuring everything from boutique stores to large e-commerce platforms, providing a comprehensive sales network for handicraft products. Besides this, consumers in North America increasingly value unique, hand-crafted items that offer a sense of individuality, thus contributing to the popularity of handicrafts. Moreover, the utilization of social media and digital marketing by small artisans to reach a broad audience is acting as another growth-inducing factor. Moreover, the growing consciousness about sustainability and ethical consumption among North American consumers is facilitating the demand for handicrafts.

#### Competitive Landscape:

Top players are increasingly adopting online platforms to reach a broader audience. They are also partnering with established e-commerce sites or developing their own online stores to facilitate easy purchase and delivery. Furthermore, market leaders are diversifying their product range to include a wide array of handicraft items, from home decor to jewelry, textiles, and beyond. Additionally, they are providing certificates of authenticity and quality checks to assure customers of the value they are getting. Besides this, they are leveraging the stories behind the craft and the artisan to enhance its appeal to consumers. Along with this, market leaders are sourcing responsibly and promoting eco-friendly practices. Moreover, they are participating in international trade fairs, forging partnerships, and setting up stores in other geographical regions to expand their reach.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Asian Handicraft

Fakih Group of Companies

Shandong Laizhou Arts and Crafts Imp & Exp Co. Ltd.

Ten Thousand Villages  
Oriental Handicrafts Pte. Ltd.  
NGOC Dong Ha Nam  
Minhou Minxing Weaving Co. Ltd.  
Native Crafts and Arts Industries

**Recent Developments:**

In August 2023, Ten Thousand Villages sold its Brownstown warehouse for \$12.1 million to expand its remaining stores and online sales.

**Key Questions Answered in This Report**

1. What is the size of the global handicrafts market in 2023?
2. What is the expected growth rate of the global handicrafts market during 2024-2032?
3. What are the key factors driving the global handicrafts market?
4. What has been the impact of COVID-19 on the global handicrafts market?
5. What is the breakup of the global handicrafts market based on the product type?
6. What is the breakup of the global handicrafts market based on the distribution channel?
7. What is the breakup of the global handicrafts market breakup based on the end use?
8. What are the key regions in the global handicrafts market?
9. Who are the key companies/players in the global handicrafts market?



## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology
- 2.6 Study Assumptions

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL HANDICRAFTS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Price Analysis
  - 5.4.1 Key Price Indicators
  - 5.4.2 Price Structure
  - 5.4.3 Margin Analysis
- 5.5 Market Breakup by Product Type
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by End Use
- 5.8 Market Breakup by Region



- 5.9 Market Forecast
- 5.10 SWOT Analysis
  - 5.10.1 Overview
  - 5.10.2 Strengths
  - 5.10.3 Weaknesses
  - 5.10.4 Opportunities
  - 5.10.5 Threats
- 5.11 Value Chain Analysis
  - 5.11.1 Overview
  - 5.11.2 Input Suppliers
  - 5.11.3 Handicrafts Manufacturers
  - 5.11.4 Distributors
  - 5.11.5 Retailers
  - 5.11.6 End Consumer
- 5.12 Porter's Five Forces Analysis
  - 5.12.1 Overview
  - 5.12.2 Bargaining Power of Buyers
  - 5.12.3 Bargaining Power of Suppliers
  - 5.12.4 Degree of Rivalry
  - 5.12.5 Threat of New Entrants
  - 5.12.6 Threat of Substitutes
- 5.13 Key Success Factors
  - 5.13.1 Impact of Globalization
  - 5.13.2 Rapid Changes in Market Trends
  - 5.13.3 Contemporary Minimalism
  - 5.13.4 Growth in Online Sales
  - 5.13.5 Heightened Awareness of Environmental and Social Concerns

## **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Woodware
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Artmetal Ware
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Handprinted Textiles and Scarves
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast

## 6.4 Embroidered and Crocheted Goods

6.4.1 Market Trends

6.4.2 Market Forecast

## 6.5 Zari and Zari Goods

6.5.1 Market Trends

6.5.2 Market Forecast

## 6.6 Imitation Jewelry

6.6.1 Market Trends

6.6.2 Market Forecast

## 6.7 Sculptures

6.7.1 Market Trends

6.7.2 Market Forecast

## 6.8 Pottery and Glass Wares

6.8.1 Market Trends

6.8.2 Market Forecast

## 6.9 Attars and Agarbattis

6.9.1 Market Trends

6.9.2 Market Forecast

## 6.10 Others

6.10.1 Market Trends

6.10.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 7.1 Mass Retailers

7.1.1 Market Trends

7.1.2 Market Forecast

### 7.2 Departmental Stores

7.2.1 Market Trends

7.2.2 Market Forecast

### 7.3 Independent Retailers

7.3.1 Market Trends

7.3.2 Market Forecast

### 7.4 Specialty Stores

7.4.1 Market Trends

7.4.2 Market Forecast

### 7.5 Online Stores

7.5.1 Market Trends

7.5.2 Market Forecast

## 7.6 Others

### 7.6.1 Market Trends

### 7.6.2 Market Forecast

## **8 MARKET BREAKUP BY END-USE**

### 8.1 Residential

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Commercial

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

### 9.1 North America

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Europe

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 Asia Pacific

#### 9.3.1 Market Trends

#### 9.3.2 Market Forecast

### 9.4 Latin America

#### 9.4.1 Market Trends

#### 9.4.2 Market Forecast

### 9.5 Middle East and Africa

#### 9.5.1 Market Trends

#### 9.5.2 Market Forecast

## **10 TECHNIQUES USED FOR MANUFACTURING HANDICRAFTS**

### 10.1 Pottery

### 10.2 Basket Weaving

### 10.3 Tapestry

### 10.4 Mosaic

### 10.5 Tatting

### 10.6 Engraving

## **11 COMPETITIVE LANDSCAPE**

11.1 Market Structure

11.2 Key Players

## **12 KEY PLAYER PROFILES**

12.1 Asian Handicraft

12.2 Fakih Group of Companies

12.3 Shandong Laizhou Arts and Crafts Imp & Exp Co. Ltd.

12.4 Ten Thousand Villages

12.5 Oriental Handicrafts Pte. Ltd.

12.6 NGOC Dong Ha Nam

12.7 Minhou Minxing Weaving Co. Ltd.

12.8 Native Crafts and Arts Industries

## List Of Tables

### LIST OF TABLES

- Table 1: Global: Handicrafts Market: Key Industry Highlights, 2023 and 2032
- Table 2: Global: Handicrafts Market: Trade Organizations
- Table 3: Global: Handicrafts Market: Major E-Commerce Companies
- Table 4: Global: Handicrafts Market Forecast: Breakup by Product type (in Billion US\$), 2024-2032
- Table 5: Global: Woodware Market: Major Products
- Table 6: Global: Artmetal Ware Market: Major Products
- Table 7: Global: Handprinted Textiles and Scarves Market: Major Products
- Table 8: Global: Embroidered and Crocheted Market: Major Products
- Table 9: Global: Zari and Zari goods Market: Major Products
- Table 10: Global: Imitation Jewelry Market: Major Products
- Table 11: Global: Sculptures Market: Major Products
- Table 12: Global: Pottery and Glassware Market: Major Products
- Table 13: Global: Attars and Agarbattis Market: Major Products
- Table 14: Global: Handicrafts Market Forecast: Breakup by Distribution Channels (in Billion US\$), 2024-2032
- Table 15: Global: Handicrafts Market Forecast: Breakup by End-Use (in Billion US\$), 2024-2032
- Table 16: Global: Handicrafts Market Forecast: Breakup by Region (in Billion US\$), 2024-2032
- Table 17: Global: Handicrafts Market: Major Techniques Used
- Table 18: Global: Handicrafts Market: Competitive Structure
- Table 19: Global: Handicrafts Market: Key Players

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Handicrafts Market: Major Drivers and Challenges
- Figure 2: Global: Handicrafts Market: Value Trends (in Billion US\$), 2018-2023
- Figure 3: Global: Handicrafts Market: Breakup by Product Type (in %), 2023
- Figure 4: Global: Handicrafts Market: Breakup by Distribution Channel (in %), 2023
- Figure 5: Global: Handicrafts Market: Breakup by End Use (in %), 2023
- Figure 6: Global: Handicrafts Market: Breakup by Region (in %), 2023
- Figure 7: Global: Handicrafts Market Forecast: Value Trends (in Billion US\$), 2024-2032
- Figure 8: Global: Handicrafts Industry: SWOT Analysis
- Figure 9: Global: Handicrafts Industry: Value Chain Analysis
- Figure 10: Global: Handicrafts Industry: Porter's Five Forces Analysis
- Figure 11: Global: Handicrafts Market (Woodware): Value Trends (in Billion US\$), 2018 & 2023
- Figure 12: Global: Handicrafts Market Forecast (Woodware): Value Trends (in Billion US\$), 2024-2032
- Figure 13: Global: Handicrafts Market (Artmetal Ware): Value Trends (in Billion US\$), 2018 & 2023
- Figure 14: Global: Handicrafts Market Forecast (Artmetal Ware): Value Trends (in Billion US\$), 2024-2032
- Figure 15: Global: Handicrafts Market (Handprinted Textiles and Scarves): Value Trends (in Billion US\$), 2018 & 2023
- Figure 16: Global: Handicrafts Market Forecast (Handprinted Textiles and Scarves): Value Trends (in Billion US\$), 2024-2032
- Figure 17: Global: Handicrafts Market (Embroidered and Crocheted Goods): Value Trends (in Billion US\$), 2018 & 2023
- Figure 18: Global: Handicrafts Market Forecast (Embroidered and Crocheted Goods): Value Trends (in Billion US\$), 2024-2032
- Figure 19: Global: Handicrafts Market (Zari and Zari Goods): Value Trends (in Billion US\$), 2018 & 2023
- Figure 20: Global: Handicrafts Market Forecast (Zari and Zari Goods): Value Trends (in Billion US\$), 2024-2032
- Figure 21: Global: Handicrafts Market (Imitation Jewelry): Value Trends (in Billion US\$), 2018 & 2023
- Figure 22: Global: Handicrafts Market Forecast (Imitation Jewelry): Value Trends (in Billion US\$), 2024-2032
- Figure 23: Global: Handicrafts Market (Sculptures): Value Trends (in Billion US\$), 2018

& 2023

Figure 24: Global: Handicrafts Market Forecast (Sculptures): Value Trends (in Billion US\$), 2024-2032

Figure 25: Global: Handicrafts Market (Pottery and Glass Ware): Value Trends (in Billion US\$), 2018 & 2023

Figure 26: Global: Handicrafts Market Forecast (Pottery and Glass Ware): Value Trends (in Billion US\$), 2024-2032

Figure 27: Global: Handicrafts Market (Attars and Agarbattis): Value Trends (in Billion US\$), 2018 & 2023

Figure 28: Global: Handicrafts Market Forecast (Attars and Agarbattis): Value Trends (in Billion US\$), 2024-2032

Figure 29: Global: Handicrafts Market (Others): Value Trends (in Billion US\$), 2018 & 2023

Figure 30: Global: Handicrafts Market Forecast (Others): Value Trends (in Billion US\$), 2024-2032

Figure 31: Global: Handicrafts Market: Sales through Mass Retailers (in Billion US\$), 2018 & 2023

Figure 32: Global: Handicrafts Market Forecast: Sales through Mass Retailers (in Billion US\$) 2024-2032

Figure 33: Global: Handicrafts Market: Sales through Departmental Stores (in Billion US\$), 2018 & 2023

Figure 34: Global: Handicrafts Market Forecast: Sales through Departmental Stores (in Billion US\$), 2024-2032

Figure 35: Global: Handicrafts Market: Sales through Independent Retailers (in Billion US\$), 2018 & 2023

Figure 36: Global: Handicrafts Market Forecast: Sales through Independent Retailers (in Billion US\$), 2024-2032

Figure 37: Global: Handicrafts Market: Sales through Specialty Stores (in Billion US\$), 2018 & 2023

Figure 38: Global: Handicrafts Market Forecast: Sales through Specialty Stores (in Billion US\$), 2024-2032

Figure 39: Global: Handicrafts Market: Sales through Online Stores (in Billion US\$), 2018 & 2023

Figure 40: Global: Handicrafts Market Forecast: Sales through Online stores (in Billion US\$), 2024-2032

Figure 41: Global: Handicrafts Market: Sales through Other Distribution Channels (in Billion US\$), 2018 & 2023

Figure 42: Global: Handicrafts Market Forecast: Sales through Other Distribution Channels (in Billion US\$), 2024-2032



Figure 43: Global: Handicrafts Market (Residential): Value Trends (in Billion US\$), 2018 & 2023

Figure 44: Global: Handicrafts Market Forecast (Residential): Value Trends (in Billion US\$), 2024-2032

Figure 45: Global: Handicrafts Market (Commercial): Value Trends (in Billion US\$), 2018 & 2023

Figure 46: Global: Handicrafts Market Forecast (Commercial): Value Trends (in Billion US\$), 2024-2032

Figure 47: North America: Handicrafts Market: Value Trends (in Billion US\$), 2018 & 2023

Figure 48: North America: Handicrafts Market Forecast: Value Trends (in Billion US\$), 2024-2032

Figure 49: Europe: Handicrafts Market: Value Trends (in Billion US\$), 2018 & 2023

Figure 50: Europe: Handicrafts Market Forecast: Value Trends (in Billion US\$), 2024-2032

Figure 51: Asia-Pacific: Handicrafts Market: Value Trends (in Billion US\$), 2018 & 2023

Figure 52: Asia-Pacific: Handicrafts Market Forecast: Value Trends (in Billion US\$), 2024-2032

Figure 53: Latin America: Handicrafts Market: Value Trends (in Billion US\$), 2018 & 2023

Figure 54: Latin America: Handicrafts Market Forecast: Value Trends (in Billion US\$), 2024-2032

Figure 55: Middle East and Africa: Handicrafts Market: Value Trends (in Billion US\$), 2018 & 2023

Figure 56: Middle East and Africa: Handicrafts Market Forecast: Value Trends (in Billion US\$), 2024-2032

Figure 57: Global: Handicrafts Market: Manufacturing Cost Breakup (in %)

Figure 58: Global: Handicrafts Industry: Profit Margins at Various Stages of Supply

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