

North America Handicrafts Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The North America handicrafts market size reached US\$ 301.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 531.2 Billion by 2028, exhibiting a growth rate (CAGR) of 10% during 2023-2028.

Handicrafts, also known as artisanry, handcrafting, crafting, and handcraftsmanship, can be defined as unique artefacts representing the tradition, culture and heritage of a country. They include products which are prepared either entirely by hand or with the help of tools. Handicraft products can have different values including aesthetic, creative, decorative, traditional, utilitarian, artistic, functional, cultural, social and religious. They play a vital role in the economic development of a country as handicrafts are a prominent medium for foreign exchange revenue, require low capital investments and offer employment opportunities.

The origin of handicrafts cannot be pinpointed to an era or year as they are connected to the inception of a culture and tradition itself. However, decorative arts gained new appreciation with the initiation of the Arts and Crafts Movements which developed in the latter half of the 19th Century in Europe with a continuation by designers in North America. Subsequently, the movement emerged in the 1920s in Japan and was known as the Mingei movement. It had a significant effect in Europe until the 1930s when the movement was replaced by Modernism which defined various cultural trends and changes in western society during the late 19th Century and early 20th Century. With time, handicrafts also gained immense popularity and importance across the globe.

North America handicrafts market is currently being driven by several factors. Rising travel and tourism in the region has attracted large number of international visitors offering many opportunities to local handicraft manufacturers to sell their products to tourists as they are willing to spend significant amount of money on souvenirs and other craft items. Moreover, with the emergence of online retailing and proliferation of various e-commerce websites, the accessibility to handicrafts has significantly increased. Consumers can now buy handicraft items by the click of their smartphones and have them shipped anywhere in the world. Moreover, social media and the internet have made it more convenient for craftsmen to directly access their target markets. Catalyzed by the aesthetic appeal and unique designs of handmade décor accessories, the demand in homes, offices, restaurants and other commercial places has escalated. Furthermore, the use of handmade products in the gifting industry has provided a positive impact on the growth of the market. Apart from this, handicrafts are non-essential items with a strong correlation with disposable incomes. Driven by strong economic growth of the region, per capita incomes have been increasing continuously over the past few decades. This has triggered the demand for high-quality, luxurious and vintage handmade products across the region. Handcrafted products have proved to be unique, customized, cost-effective, environment-friendly and have diversified product portfolio such as metal wares, wood wares, hand printed textiles, shawls, carpets, earthenware, jute products, marble sculptures, imitation jewelry and various other miscellaneous handicrafts.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America handicrafts market report, along with forecasts at the regional and country level from 2023-2028. Our report has categorized the market based on product type, end-use and distribution channel.

Key Regions Analyzed

United States

Canada

Mexico

Analysis for Each Country

Market 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

Market by End-Use

Residential
Commercial

Market by Distribution Channel

Mass Retailers
Departmental Stores
Independent Retailers
Specialty Stores
Online Stores
Others

Value Chain Analysis
Key Drivers and Challenges
Porters Five Forces Analysis
PESTEL Analysis
Competitive Landscape

Competitive Structure
Key Player Profiles

IMARC Group's latest report provides a deep insight into the North America handicrafts

market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the North America handicrafts market in any manner.

Key Questions Answered in This Report:

What was the size of the North America handicrafts market in 2022?

What is the expected growth rate of the North America handicrafts market during 2023-2028?

What has been the impact of COVID-19 on the North America handicrafts market?

What are the key factors driving the North America handicrafts market?

What is the breakup of the North America handicrafts market based on the product type?

What is the breakup of the North America handicrafts market based on the end-use?

What is the breakup of the North America handicrafts market based on the distribution channel?

What are the key regions in the North America 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

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL HANDICRAFTS MARKET

- 5.1 Market Performance
- 5.2 Market Breakup by Product Type
- 5.3 Market Breakup by End-Use
- 5.4 Market Breakup by Distribution Channel
- 5.5 Market Breakup by Region
- 5.6 Market Forecast

6 NORTH AMERICA HANDICRAFTS MARKET

- 6.1 Market Performance
- 6.2 Impact of COVID-19
- 6.3 Market Forecast

7 NORTH AMERICA HANDICRAFTS MARKET: BREAKUP BY PRODUCT TYPE

- 7.1 Woodware
- 7.2 Artmetal Ware
- 7.3 Handprinted Textiles and Scarves
- 7.4 Embroidered and Crocheted Goods
- 7.5 Zari and Zari Goods
- 7.6 Imitation Jewelry
- 7.7 Sculptures
- 7.8 Pottery and Glass Wares
- 7.9 Attars and Agarbattis
- 7.10 Others

8 NORTH AMERICA HANDICRAFTS MARKET: BREAKUP BY END-USE

- 8.1 Residential
- 8.2 Commercial

9 NORTH AMERICA HANDICRAFTS MARKET: BREAKUP BY DISTRIBUTION CHANNEL

- 9.1 Mass Retailers
- 9.2 Departmental Stores
- 9.3 Independent Retailers
- 9.4 Specialty Stores
- 9.5 Online Stores
- 9.6 Others

10 NORTH AMERICA HANDICRAFTS MARKET: BREAKUP BY COUNTRY

- 10.1 United States
 - 10.1.1 Historical Market Trends
 - 10.1.2 Market Breakup by Product Type
 - 10.1.3 Market Breakup by End-Use
 - 10.1.4 Market Breakup by Distribution Channel
 - 10.1.5 Market Forecast
- 10.2 Canada
 - 10.2.1 Historical Market Trends
 - 10.2.2 Market Breakup by Product Type
 - 10.2.3 Market Breakup by End-Use

10.2.4 Market Breakup by Distribution Channel

10.2.5 Market Forecast

10.3 Mexico

10.3.1 Historical Market Trends

10.3.2 Market Breakup by Product Type

10.3.3 Market Breakup by End-Use

10.3.4 Market Breakup by Distribution Channel

10.3.5 Market Forecast

11 SWOT ANALYSIS

11.1 Overview

11.2 Strengths

11.3 Weaknesses

11.4 Opportunities

11.5 Threats

12 VALUE CHAIN ANALYSIS

12.1 Overview

12.2 Input Suppliers

12.3 Handicrafts Manufacturers

12.4 Distributors

12.5 Retailers

12.6 End-Consumers

13 PORTER'S FIVE FORCES ANALYSIS

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Rivalry

13.5 Threat of New Entrants

13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

List Of Tables

LIST OF TABLES

Table 1: North America: Handicrafts Market: Key Industry Highlights, 2022 and 2028

Table 2: North America: Handicrafts Market Forecast: Breakup by Product Type (in Billion US\$), 2023-2028

Table 3: North America: Handicrafts Market Forecast: Breakup by End-Use (in Billion US\$), 2023-2028

Table 4: North America: Handicrafts Market Forecast: Breakup by Distribution Channel (in Billion US\$), 2023-2028

Table 5: North America: Handicrafts Market Forecast: Breakup by Country (in Billion US\$), 2023-2028

Table 6: North America: Handicrafts Market: Competitive Structure

Table 7: North America: Handicrafts Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: North America: Handicrafts Market: Major Drivers and Challenges
- Figure 2: Global: Handicrafts Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Handicrafts Market: Breakup by Product Type (in %), 2022
- Figure 4: Global: Handicrafts Market: Breakup by End-Use (in %), 2022
- Figure 5: Global: Handicrafts Market: Breakup by Distribution Channel (in %), 2022
- Figure 6: Global: Handicrafts Market: Breakup by Region (in %), 2022
- Figure 7: Global: Handicrafts Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 8: North America: Handicrafts Market: Sales Value (in Billion US\$), 2017-2022
- Figure 9: North America: Handicrafts Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 10: North America: Handicrafts Industry: SWOT Analysis
- Figure 11: North America: Handicrafts Industry: Value Chain Analysis
- Figure 12: North America: Handicrafts Industry: Porter's Five Forces Analysis
- Figure 13: North America: Handicrafts Market: Breakup by Product Type (in %), 2022
- Figure 14: North America: Handicrafts (Woodware) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 15: North America: Handicrafts (Woodware) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 16: North America: Handicrafts (Artmetal Ware) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 17: North America: Handicrafts (Artmetal Ware) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 18: North America: Handicrafts (Handprinted Textiles and Scarves) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 19: North America: Handicrafts (Handprinted Textiles and Scarves) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 20: North America: Handicrafts (Embroidered and Crocheted Goods) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 21: North America: Handicrafts (Embroidered and Crocheted Goods) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 22: North America: Handicrafts (Zari and Zari Goods) Market: Sales Value (in Billion US\$), 2017 & 2022
- Figure 23: North America: Handicrafts (Zari and Zari Goods) Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 24: North America: Handicrafts (Imitation Jewelry) Market: Sales Value (in Billion

US\$), 2017 & 2022

Figure 25: North America: Handicrafts (Imitation Jewelry) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 26: North America: Handicrafts (Sculptures) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 27: North America: Handicrafts (Sculptures) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 28: North America: Handicrafts (Pottery and Glass Wares) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 29: North America: Handicrafts (Pottery and Glass Wares) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 30: North America: Handicrafts (Attars and Agarbattis) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 31: North America: Handicrafts (Attars and Agarbattis) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 32: North America: Handicrafts (Other Product Types) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 33: North America: Handicrafts (Other Product Types) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 34: North America: Handicrafts Market: Breakup by End-Use (in %), 2022

Figure 35: North America: Handicrafts (Residential) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 36: North America: Handicrafts (Residential) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 37: North America: Handicrafts (Commercial) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 38: North America: Handicrafts (Commercial) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 39: North America: Handicrafts Market: Breakup by Distribution Channel (in %), 2022

Figure 40: North America: Handicrafts Market: Sale through Mass Retailers (in Billion US\$), 2017 & 2022

Figure 41: North America: Handicrafts Market Forecast: Sale through Mass Retailers (in Billion US\$), 2023-2028

Figure 42: North America: Handicrafts Market: Sales through Departmental Stores (in Billion US\$), 2017 & 2022

Figure 43: North America: Handicrafts Market Forecast: Sales through Departmental Stores (in Billion US\$), 2023-2028

Figure 44: North America: Handicrafts Market: Sales through Independent Retailers (in

Billion US\$), 2017 & 2022

Figure 45: North America: Handicrafts Market Forecast: Sales through Independent Retailers (in Billion US\$), 2023-2028

Figure 46: North America: Handicrafts Market: Sales through Specialty Stores (in Billion US\$), 2017 & 2022

Figure 47: North America: Handicrafts Market Forecast: Sales through Specialty Stores (in Billion US\$), 2023-2028

Figure 48: North America: Handicrafts Market: Sales through Online Stores (in Billion US\$), 2017 & 2022

Figure 49: North America: Handicrafts Market Forecast: Sales through Online Stores (in Billion US\$), 2023-2028

Figure 50: North America: Handicrafts Market: Sales through Other Distribution Channels (in Billion US\$), 2017 & 2022

Figure 51: North America: Handicrafts Market Forecast: Sales through Other Distribution Channels (in Billion US\$), 2023-2028

Figure 52: North America: Handicrafts Market: Breakup by Country (in %), 2022

Figure 53: United States: Handicrafts Market: Sales Value (in Billion US\$), 2017-2022

Figure 54: United States: Handicrafts Market: Breakup by Product Type (in %), 2022

Figure 55: United States: Handicrafts Market: Breakup by End-Use (in %), 2022

Figure 56: United States: Handicrafts Market: Breakup by Distribution Channel (in %), 2022

Figure 57: United States: Handicrafts Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 58: Canada: Handicrafts Market: Sales Value (in Billion US\$), 2017-2022

Figure 59: Canada: Handicrafts Market: Breakup by Product Type (in %), 2022

Figure 60: Canada: Handicrafts Market: Breakup by End-Use (in %), 2022

Figure 61: Canada: Handicrafts Market: Breakup by Distribution Channel (in %), 2022

Figure 62: Canada: Handicrafts Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 63: Mexico: Handicrafts Market: Sales Value (in Billion US\$), 2017-2022

Figure 64: Mexico: Handicrafts Market: Breakup by Product Type (in %), 2022

Figure 65: Mexico: Handicrafts Market: Breakup by End-Use (in %), 2022

Figure 66: Mexico: Handicrafts Market: Breakup by Distribution Channel (in %), 2022

Figure 67: Mexico: Handicrafts Market Forecast: Sales Value (in Billion US\$), 2023-2028

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