

North America 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), End-Use (Residential, Commercial), Distribution Channel (Mass Retailers, Departmental Stores, Independent Retailers, Specialty Stores, Online Stores, and Others), and Country 2024-2032

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Abstracts

The North America handicrafts market size reached US\$ 331.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 744.1 Billion by 2032, exhibiting a growth rate (CAGR) of 9.1% during 2024-2032.

Handicrafts, also known as artisanry, handcrafting, crafting, and handicraftsmanship, 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 2024-2032. 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

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

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