

# Party Supplies Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global party supplies market size reached US\$ 13.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 21.1 Billion by 2028, exhibiting a growth rate (CAGR) of 7.6% during 2023-2028.

Party supplies are specialty items used by party organizers to decorate and create the right ambiance for party venues. These supplies comprise balloons, party hats, napkins, wall decorations, candles, yard signs, guest books and pens, souvenirs, invitation cards, banners, and tableware. They are used according to the party theme for making events, such as birthdays, farewells and anniversaries, memorable and can be easily stored for future events. At present, rising environmental concerns among individuals are encouraging the utilization of paper party supplies around the world.

### Party Supplies Market Trends:

The escalating demand for event management and wedding planning services represent one of the key factors driving the market. Moreover, the increasing trend of theme parties across the globe is propelling the growth of the market. In addition, there is a rise in the celebration of many special events, such as weddings and engagements on account of the growing penetration of the internet and social media. This, along with the wide availability of party supplies through online stores at a discounted rate and the burgeoning e-commerce industry, is contributing to the growth of the market.

Additionally, there is a gradual upliftment of lockdown restrictions on account of the decreasing cases of coronavirus disease (COVID-19) and uptake of vaccination projects by governments of numerous countries. As a result, parents nowadays are spending on party supplies to celebrate small birthday parties of their children to make them feel special, which is bolstering the growth of the market. Some of the other factors offering lucrative growth opportunities to the key players operating in the market

are rapid urbanization, inflating income levels and the growing number of professional event planners.

#### Key Market Segmentation:

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

#### Breakup by Product Type:

- Balloons
- Banners
- Pinatas
- Games
- Home Decor
- Tableware/Disposables
- Others

#### Breakup by Application:

- Commercial Use
- Domestic Use

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialized Stores
- Online Stores
- Others

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
- China

Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being American Greetings Corporation, ArtisanoDesigns, Hallmark Cards Inc., Huhtam?ki Oyj, Martha Stewart Living Omnimedia Inc. (Marquee Brands), MyBirthdaySupplies.in, Oriental Trading Company (Berkshire Hathaway Inc.), Party City Holdco Inc., Pioneer Worldwide, Shutterfly LLC and Unique Industries Inc.

#### Key Questions Answered in This Report

1. What was the size of the global party supplies market in 2022?
2. What is the expected growth rate of the global party supplies market during 2023-2028?
3. What are the key factors driving the global party supplies market?
4. What has been the impact of COVID-19 on the global party supplies market?
5. What is the breakup of the global party supplies market based on the product type?
6. What is the breakup of the global party supplies market based on the application?
7. What is the breakup of the global party supplies market based on the distribution channel?
8. What are the key regions in the global party supplies market?

9. Who are the key players/companies in the global party supplies market?

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