

Party Supplies Market Report by Product Type (Balloons, Banners, Pinatas, Games, Home Decor, Tableware/Disposables, and Others), Application (Commercial Use, Domestic Use), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialized Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global party supplies market size reached US\$ 14.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 26.1 Billion by 2032, exhibiting a growth rate (CAGR) of 6.9% during 2024-2032. The increasing popularity of themed parties, rising popularity of virtual parties in the corporate sector, and the growing trend of destination weddings and celebrations are some of the major factors propelling the market.

Party supplies are various items and materials designed to enhance and promote the celebration of various events, gatherings, and occasions. They are essential components that contribute to the overall ambiance and enjoyment of parties. They include decorative items, such as balloons, streamers, banners, and tablecloths, which add a vibrant and festive atmosphere to the venue. They offer convenience, creativity, and a sense of celebration that elevates any gathering to a memorable occasion. They cater to diverse preferences and themes, which ensure that every celebration is unique and memorable.

The increasing popularity of themed parties, such as retro, fantasy, and pop culture-inspired themes, is strengthening the growth of the market. Moreover, the rising environmental consciousness among consumers is catalyzing the demand for

environment friendly and sustainable party supplies. In addition, the growing popularity of virtual parties in the corporate sector during remote work is influencing the market positively. Apart from this, the emerging trend of destination weddings and celebrations is driving the demand for portable and travel-friendly party supplies around the world. Furthermore, the increasing inclination towards gifting party supplies for special occasions, such as party favors and personalized gifts, is providing a thrust to the market growth.

Party Supplies Market Trends/Drivers:

Increase in social celebrations and events

The demand for party supplies is fueled by the consistent growth in social celebrations and events, such as birthdays, weddings, graduations, and holidays. As individuals and communities place a higher emphasis on commemorating milestones of life and fostering social connections, the need for party supplies, including decorations, tableware, and themed accessories, increases.

Rise in inclination towards online applications and websites

The convenience of online shopping has significantly impacted the party supplies industry. The widespread adoption of e-commerce platforms allows consumers to access a wide range of products, compare prices, and shop at their convenience. This easy accessibility to a diverse selection of party supplies from various sellers is catalyzing the overall demand for these products.

Growing influence of social media

The pervasive presence of social media platforms has significantly impacted the party supplies market. Social media plays a vital role in driving trends, which inspire innovative party themes, and showcasing aesthetically pleasing celebrations. Consumers, eager to create visually appealing events for sharing on social media, are more inclined to invest in trendy and eye-catching party supplies.

Party Supplies Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global party supplies market report, along with forecasts at the global, regional and country levels from 2024-2032. 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

Tableware/disposables dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes balloons, banners, pinatas, games, home decor, tableware/disposables, and others. According to the report, tableware/disposables represented the largest segment. Tableware and disposable items are essential for serving food and beverages at parties. They are popular on account of their convenience. They eliminate the need for washing dishes after the event. Additionally, themed or patterned tableware can add to the overall party decor.

Balloons are one of the most iconic and versatile party decorations. They come in various shapes, sizes, colors, and materials. They can be used for decorations, and games and activities during the party.

Party banners are decorative pieces featuring messages, greetings, or images that convey the theme or purpose of the event. They are typically made of paper, plastic, or fabric and can be hung on walls, ceilings, or across doorways. They add a festive touch to the venue and help set the party atmosphere.

Breakup by Application:

- Commercial Use
- Domestic Use

Domestic use holds the largest share in the market

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes commercial use and domestic use. According to the report, domestic use accounted for the largest market share. Party supplies are widely used in domestic settings for hosting personal celebrations and gatherings.

Individuals and families use these supplies to organize birthday parties, anniversaries, baby showers, and other special occasions. People can easily purchase party supplies from stores or online platforms to decorate their homes or event venues. Balloons, banners, and pinatas create a festive ambiance, while games and tableware entertain guests and make the event more enjoyable.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Specialized Stores

Online Stores

Others

Supermarkets and hypermarkets dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, specialized stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest segment. Party supplies are often available in large supermarkets and hypermarkets, wherein customers can find a wide variety of items conveniently. These stores offer a selection of balloons, banners, tableware, and other party essentials. Shoppers can easily purchase supplies while doing their regular grocery shopping.

Some basic party supplies like balloons and small decorations can be found in convenience stores. These stores provide a quick and accessible option for last-minute party needs.

There are specialty stores dedicated solely to party supplies. These stores offer a comprehensive range of products, including a vast selection of balloons, banners, pinatas, party favors, and other decorations. Customers can find unique and theme-specific items, which makes it a one-stop-shop for party essentials.

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

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

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The increasing demand for event management services represents one of the primary factors driving the demand for party supplies in the North America region. Moreover, the wide availability of party supplies through online stores is supporting the market growth in the region. Besides this, the growing popularity of theme parties is influencing the market positively in the region.

Asia Pacific is estimated to witness stable growth, owing to the growing influence of social media, rising emphasis on personalization, increasing sales of environment

friendly products, etc.

Competitive Landscape:

The leading companies are launching mobile applications that offer a range of features, such as event planning tools, guest list management, budget tracking, and even augmented reality-based decoration previews to simplify the party planning process and ensure a well-organized event. Moreover, key players and suppliers are now utilizing sustainable materials like biodegradable or recycled paper, compostable tableware, and reusable decorations to manufacture party supplies to reduce environmental impact. They are also incorporating smart lighting and sound systems that allow hosts to easily control and customize the atmosphere. They can also be synchronized with music, and their colors can be adjusted to match the party theme, which creates an immersive experience for guests.

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:

American Greetings Corporation
ArtisanoDesigns
Hallmark Cards Inc.
Huhtamäki Oyj
Martha Stewart Living Omnimedia Inc. (Marquee Brands)
MyBirthdaySupplies.in
Oriental Trading Company (Berkshire Hathaway Inc.)
Party City Holdco Inc.
Pioneer Worldwide
Shutterfly LLC
Unique Industries Inc.

Recent Developments:

In 2023, Huhtamäki Oyj launched sustainable flexible packaging solutions and inaugurated its extension to its existing paper-based packaging manufacturing site in Nules, Spain. Its paper-based packaging includes catering disposables and vending cups.

In 2022, Pioneer Worldwide announced that it has appointed Advanced Sustainable Polymers Pte Ltd as exclusive Supply Chain Manager for its natural rubber latex requirements. Advanced Sustainable Polymers Pte Ltd has also been assigned the task of accelerating the development of alternative natural sources of natural rubber latex in

North America, which will allow Pioneer Worldwide to reduce its dependency on imported material over time.

Key Questions Answered in This Report

1. What was the size of the global party supplies market in 2023?
2. What is the expected growth rate of the global party supplies market during 2024-2032?
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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