

2018-2023 Global Arts and Crafts Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Arts and Crafts market for 2018-2023.

This report mainly covers the drawing pen, paints and stains, craft tools, and other product type.

Overall, the arts and crafts industry continues to trend positively, as consumers continue to seek out do-it-yourself (“DIY”) home projects. In general, it seems consumers have an ongoing interest in crafting. However, the industry remains very competitive, with traditional brick-and-mortar arts and crafts stores facing competition from big box retailers such as Wal-Mart and Target, as well as online players such as etsy.com. The increased competition had caused many retailers to increase promotional activity to drive sales. While lower price points remain important for many consumers, many retailers have been recently focused on improving gross margin, and have been more strategic with the type and level of discounts offered.

Children’s crafts: For many manufacturer, children’s crafts have been driving sales over the past year. Products remain popular with children. Going forward into the holiday season, sales at some manufacturer will be compared to elevated sales levels last year. It remains to be seen if the continued popularity of these items will allow sales growth to be maintained, or if another product will become the it-gift with children.

Over the next five years, LPI(LP Information) projects that Arts and Crafts will register a 5.6% CAGR in terms of revenue, reach US\$ 53100 million by 2023, from US\$ 38400 million in 2017.

This report presents a comprehensive overview, market shares, and growth

opportunities of Arts and Crafts market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Drawing Pen

Paints and Stains

Craft Tools

Others

Segmentation by application:

Home Use

Commercial Use

Educational Use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Pilot-Pen

Faber-Castell

Paper Mate

Parker

Pentel

PPG Architectural Finishes, Inc.

BEHR Process Corporation

Fiskars

Westcott

Mundial

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Arts and Crafts consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Arts and Crafts market by identifying its various subsegments.

Focuses on the key global Arts and Crafts manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Arts and Crafts with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Arts and Crafts submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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