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2018-2023 Global Greeting Cards 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 Greeting Cards market for 2018-2023.

Greeting cards are pieces of paper or cardboard upon which photos, drawings, and a verse of cheer, greeting, celebration, condolence, etc. have been printed or engraved. Greeting cards are decorated with a variety of images and include messages to appeal to diverse audiences, sentiment, and occasion to be remembered. Greeting cards are low cost impulse purchase products that are being purchased on a daily basis. Around the world, greeting cards are used to celebrate everything from birthdays to Valentine's Day. Greeting cards keep people personally connected.
The USA will lead the global market for Greeting Cards during the forecast period. This region accounts for the largest global market share and is followed by the UK. There is an ingrained culture of sending greeting cards in the UK, with estimates suggesting an average of approximately 24 cards sent per person each year, of which on average 17 are single greeting cards. Card purchasing is occasion-driven, focused around key events (e.g. birthdays, anniversaries and seasons such as Christmas). A person's age and stage of life are major drivers of their propensity to purchase greeting cards, with purchasing levels significantly higher in older consumers and those with families. The evidence suggests that card purchasing behavior is broadly stable across generations but with an increase in the number of cards purchased by 18 to 34 year olds. This, when combined with both a growing and ageing UK population, is an encouraging indication of the ongoing sustainability of the card market in the UK and is something we will continue to monitor. However, considering the changes in the exchange rate of the British pound and the US dollar, the UK market experienced a slight decline in 2017.

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Of the major players of the Greeting Cards market, Hallmark Cards maintained its first place in the ranking in 2017. Hallmark Cards accounted for 29.247% of the Global Greeting Cards market share in 2017. Other players accounted for 22.368%, 5.144% including American Greetings and Card Factory.
Over the next five years, LPI(LP Information) projects that Greeting Cards will register a xx% CAGR in terms of revenue, reach US$ xx million by 2023, from US$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Greeting Cards 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:

Seasonal Greeting Cards

Every Day Greeting Cards

Segmentation by application:

Business Cards

Personal Cards

This report also splits the market by region:

Americas

United States

Canada

Mexico

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Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

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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:

Hallmark Cards

American Greetings

Card Factory

Schurman Retail Group

CSS Industries Inc.

Avanti Press

Simon Elvin

Myron Manufacturing Corp.

Moo

Herbert Walkers Ltd

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 Greeting Cards consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

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To understand the structure of Greeting Cards market by identifying its various subsegments.

Focuses on the key global Greeting Cards 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 Greeting Cards 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 Greeting Cards 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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