

2018 Top 5 Arts and Crafts Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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Abstracts

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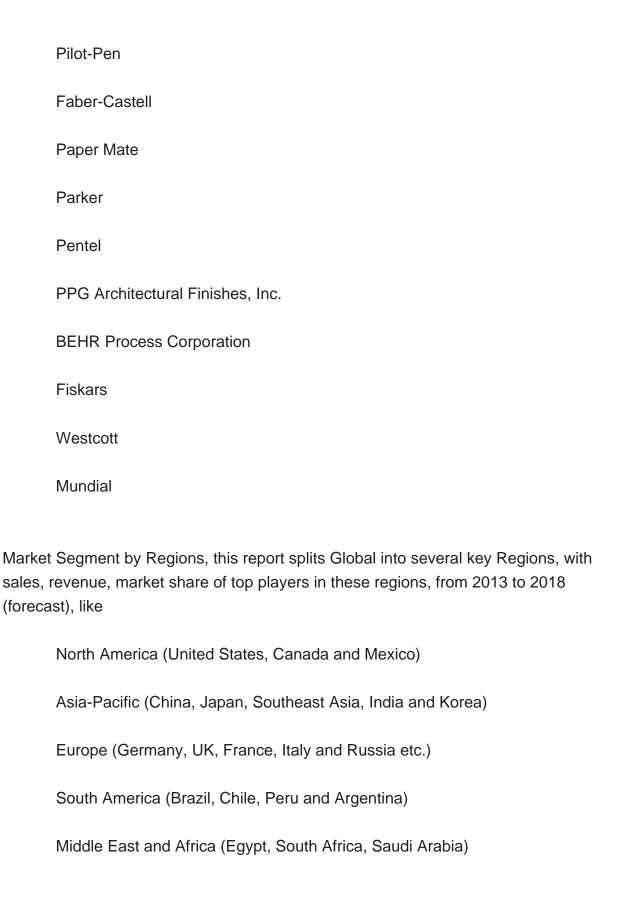
This report mainly covers the drawing pen, paints and stains, craft tools, and other product type.

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 studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:





Split by Product Types, with sales, revenue, price, market share of each type, can be divided into



Drawing Pen
Paints and Stains
Craft Tools
Others
Split by applications, this report focuses on sales, market share and growth rate in eac application, can be divided into
Home Use
Commercial Use
Educational Use



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