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Global Greeting Cards Market Growth 2024-2030

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Abstracts

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

According to our LPI (LP Information) latest study, the global Greeting Cards market size was valued at US$ 7533.5 million in 2023. With growing demand in downstream market, the Greeting Cards is forecast to a readjusted size of US$ 6361.8 million by 2030 with a CAGR of -2.4% during review period.

The research report highlights the growth potential of the global Greeting Cards market. Greeting Cards are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Greeting Cards. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Greeting Cards market.

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.

Global Greeting Cards key players include Hallmark Cards, American Greetings, etc. Global top two manufacturers hold a share over 85%.

USA is the largest market, with a share about 35%, followed by UK, and Japan, both have a share about 45 percent.

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In terms of product, Everyday Greeting Cards is the largest segment, with a share over 60%. And in terms of application, the largest application is Personal Cards, followed by Business Cards.

Key Features:

The report on Greeting Cards market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Greeting Cards market. It may include historical data, market segmentation by Type (e.g., Seasonal Greeting Cards, Every Day Greeting Cards), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Greeting Cards market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Greeting Cards market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Greeting Cards industry. This include advancements in Greeting Cards technology, Greeting Cards new entrants, Greeting Cards new investment, and other innovations that are shaping the future of Greeting Cards.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Greeting Cards market. It includes factors influencing customer ' purchasing decisions, preferences for Greeting Cards product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Greeting Cards market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures

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aimed at promoting Greeting Cards market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Greeting Cards market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Greeting Cards industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Greeting Cards market.

Market Segmentation:

Greeting Cards market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Segmentation by type

Seasonal Greeting Cards

Every Day Greeting Cards

Segmentation by application

Business Cards

Personal Cards

This report also splits the market by region:

Americas

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- United States
- Canada
- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt

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South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Hallmark Cards

American Greetings

Card Factory

Schurman Retail Group

CSS Industries Inc.

Avanti Press

Simon Elvin

Myron Manufacturing Corp.

Moo

Herbert Walkers Ltd

Key Questions Addressed in this Report

What is the 10-year outlook for the global Greeting Cards market?

What factors are driving Greeting Cards market growth, globally and by region?

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Which technologies are poised for the fastest growth by market and region?

How do Greeting Cards market opportunities vary by end market size?

How does Greeting Cards break out type, application?

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