

# DIY Handmade Decor Market Forecasts to 2032 – Global Analysis By Product Type (Wall Art, Furniture Accents, Soft Furnishings & Textiles, Lighting Decor and Seasonal & Festive Decor), Material, Distribution Channel and By Geography

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## Abstracts

According to Statistics MRC, the Global DIY Handmade Decor Market is accounted for \$289.17 billion in 2025 and is expected to reach \$398.82 billion by 2032 growing at a CAGR of 4.7% during the forecast period. DIY handmade decor focuses on self-made decorative creations that reflect personal style and imagination. By using readily available or repurposed materials like textiles, glass, wood, or discarded items, individuals can transform ordinary spaces into customized environments. This form of decor supports eco-friendly practices by encouraging recycling and minimizing excess consumption. Projects may include handcrafted wall pieces, customized furnishings, decorative lamps, or festive accessories. The rising availability of digital guides, craft blogs, and video tutorials has further increased interest in DIY decor, making it an appealing option for people looking for affordable, distinctive, and emotionally meaningful interior design ideas.

According to IBEF (India Brand Equity Foundation, 2024), the Indian handicrafts sector employs more than 7 million artisans, with women comprising over 56% of this workforce. India has 744 handicraft clusters producing over 35,000 unique products, and handicraft exports reached USD 4.56 billion in FY 2023–24.

## Market Dynamics:

Driver:

## Growing demand for personalized home decor

The increasing desire for customized living spaces is strongly fueling the DIY handmade decor market. Consumers are shifting away from standardized furnishings and opting for decor that showcases their unique personality and preferences. DIY projects provide flexibility to tailor designs, textures, and finishes to suit individual needs and home layouts. This inclination is especially prominent among younger demographics that prioritize creativity and authenticity. Handmade decor also adds sentimental significance, enhancing emotional connection with home environments. As customization gains importance in modern interior trends, the popularity of DIY handmade decor is expanding across residential spaces.

### Restraint:

#### Limited time availability among consumers

Time limitations among consumers significantly hinder growth of the DIY handmade decor market. Modern lifestyles are increasingly fast-paced, reducing the amount of free time available for hands-on crafting activities. DIY decor requires effort, patience, and multiple stages of execution, which may discourage individuals seeking quick decorating solutions. Many consumers therefore opt for pre-designed decor items that save time and effort. This challenge is more prominent among professionals and city dwellers, acting as a key barrier to broader acceptance of DIY handmade decor practices.

### Opportunity:

#### Expansion of e-commerce and online marketplaces

Growth in e-commerce platforms offers strong opportunities for the DIY handmade decor market. Online channels simplify the purchase of crafting materials, DIY kits, and handmade decor items by providing convenience and variety. Consumers benefit from wider product choices, competitive pricing, and doorstep delivery. These platforms also help artisans and small sellers reach a broader audience beyond local markets. Added features such as instructional content and user feedback improve purchasing decisions. With increasing reliance on digital shopping, e-commerce is set to play a crucial role in expanding the DIY handmade decor industry.

### Threat:

Intense competition from mass-produced decor

Strong competition from factory-made decor items threatens expansion of the DIY handmade decor market. Large-scale producers can deliver stylish products at reduced costs through streamlined manufacturing processes. Consumers often prefer these ready-made options due to their accessibility, uniform quality, and time-saving benefits. Promotional pricing and wide product selection further strengthen their market presence. As commercially produced decor becomes more affordable and visually appealing, it diminishes consumer motivation to engage in DIY decor activities, creating sustained competitive pressure on the handmade decor segment.

### **Covid-19 Impact:**

COVID-19 significantly shaped the DIY handmade decor market by altering lifestyles and purchasing patterns. Movement restrictions and prolonged home stays motivated consumers to explore creative hobbies and enhance their interiors. DIY decor emerged as a popular activity for relaxation, self-expression, and home personalization. At the same time, interruptions in supply chains and restricted access to crafting materials created short-term challenges. The rise of online learning resources and digital shopping channels helped overcome these barriers, enabling continued consumer participation and supporting the overall expansion of the DIY handmade decor market during the pandemic.

The wall art segment is expected to be the largest during the forecast period

The wall art segment is expected to account for the largest market share during the forecast period because of its simplicity, versatility, and decorative appeal. Creating handmade wall decor involves lower costs and limited resources, making it attractive to a broad consumer base. Items such as handcrafted paintings, wall hangings, and creative frames offer immediate aesthetic enhancement while reflecting personal style. Wall art is especially favored by renters and urban households since it requires minimal permanent modification. Strong online visibility, abundant creative inspiration, and beginner-friendly project options further strengthen the popularity of wall art, positioning it as the leading segment within the DIY handmade decor market.

The recycled / upcycled materials segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the recycled / upcycled materials segment is predicted to witness the highest growth rate as sustainability becomes a key consumer priority. Individuals are increasingly repurposing discarded items into functional and decorative home accents, reducing waste and environmental impact. This segment attracts consumers due to affordability, creative freedom, and eco-conscious values. Upcycled decor aligns well with modern sustainability initiatives and minimalist lifestyles. Rising awareness through digital platforms and green living advocacy is further encouraging adoption. As demand for environmentally responsible decor increases, recycled and upcycled materials are emerging as the most rapidly growing segment.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share, driven by a strong preference for customized interiors and creative home projects. Easy availability of craft supplies, advanced online shopping platforms, and high consumer spending power support widespread DIY adoption. Many households embrace handmade decor as a form of personal expression and leisure activity. Growing awareness of sustainability and reuse practices further fuels interest in DIY projects. The region's established craft culture, combined with active digital communities and home decor trends, continues to reinforce North America's leading position in the global DIY handmade decor market.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by changing lifestyles and increasing consumer spending on home improvement. Urban households are embracing DIY decor to personalize living spaces influenced by online inspiration and digital tutorials. A growing youth demographic with interest in creative expression supports market expansion. The region's long-standing craftsmanship heritage aligns well with handmade decor trends. Improved access to e-commerce platforms and cost-effective materials also encourages participation, positioning Asia-Pacific as the highest growth rate region in the global DIY handmade decor market.

### **Key players in the market**

Some of the key players in DIY Handmade Decor Market include Craftsvilla, Kreate, Indiahandmade, Hobby India, Etsy India, Amazon Karigar, AuthIndia, Gaatha, Ellementry, CraftGully, iTokri, World Art Community, GoSwadeshi, Itsy Bitsy and DIY

Central India.

### **Key Developments:**

In July 2025, Kalika Steel has announced its second edition of KREATE 2025, inviting architecture, civil, and structural engineering students to participate in a unique trophy design challenge. The competition invites participants to design trophies that celebrate real-life sustainability changemakers in India.

In February 2016, Craftsvilla announced that it had acquired Bengaluru-based Indian specialty foods startup PlaceofOrigin in an all-stock deal, marking its entry into the ethnic food segment. Craftsvilla, known for its ethnic clothing, jewelry, and home decor, expanded its portfolio by acquiring PlaceofOrigin, a curated marketplace founded in 2014 by ex-bankers Ashish Nichani and Sudarsan Metla, which specialized in sweets, snacks, staples, and health foods sourced directly from local producers across India.

### **Product Types Covered:**

Wall Art

Furniture Accents

Soft Furnishings & Textiles

Lighting Decor

Seasonal & Festive Decor

### **Materials Covered:**

Wood

Fabric

Recycled / Upcycled Materials

Ceramics & Clay

Composite / Mixed Media

Distribution Channels Covered:

Online Marketplaces

Offline Events

Specialty Boutiques

Direct Digital Sales

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

## **What our report offers:**

*DIY Handmade Decor Market Forecasts to 2032 – Global Analysis By Product Type (Wall Art, Furniture Accents, So...*

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

### **Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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