

DIY and Crafting Tutorial Market Forecasts to 2032 – Global Analysis By Content Format (Video Tutorials, Written & Photographic Tutorials, Live Workshops & Webinars, and Hybrid/Subscription Kits), Craft Category, Skill Level, Platform Type, Monetization Model, and By Geography

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Abstracts

According to Statistics MRC, the Global DIY and Crafting Tutorial Market is accounted for \$3.4 billion in 2025 and is expected to reach \$8.9 billion by 2032, growing at a CAGR of 14.6% during the forecast period. The DIY and crafting tutorial provides digital and offline learning content for activities such as painting, knitting, woodworking, paper crafts, and home decor projects. It includes video platforms, subscription courses, kits, and community-based learning tools. Growth is driven by rising interest in creative hobbies, stress relief and leisure activities, growth of social media creator ecosystems, home-based lifestyles, and increasing demand for personalized and handmade products.

According to the National Endowment for the Arts (NEA), approximately 54% of adults in the United States engaged in at least one creative or craft activity in 2022.

Market Dynamics:

Driver:

Growth of social media platforms inspiring craft projects

The rapid expansion of social media platforms like TikTok, Instagram, and Pinterest

acts as a primary driver for the market. These visual-centric channels provide a continuous stream of short-form video content that simplifies complex projects, making them appear more accessible to a global audience. Furthermore, influencer collaborations and viral challenges promote a community spirit, encouraging users to attempt new techniques and share their results online. This digital ecosystem inspires creativity and drives the demand for specialized tools and materials, as users seek to replicate the aesthetically pleasing projects they discover daily.

Restraint:

Time constraints and "starter fatigue" among beginners

While digital tutorials make initial entry easy, many beginners find the learning curve steeper than expected, leading to abandoned projects and frustration. Additionally, the modern consumer's busy lifestyle often leaves little room for time-intensive hobbies, resulting in a high churn rate for tutorial platforms. This phenomenon, where the initial excitement of a new hobby quickly fades due to perceived complexity or lack of immediate progress, restricts the long-term engagement levels necessary for consistent market expansion.

Opportunity:

Subscription box models that bundle tutorials with necessary materials

By bundling comprehensive video tutorials with all required materials, companies can eliminate the friction of sourcing supplies, which is a major pain point for enthusiasts. These curated experiences offer a structured path for skill development, keeping users engaged through monthly themes and exclusive projects. This model secures recurring revenue streams for tutorial providers but also enhances the overall customer experience by providing a convenient, all-in-one solution that appeals to both beginners and advanced crafters.

Threat:

Economic recessions reducing spending on hobbies and non-essential goods

Economic instability and the threat of a recession pose a direct risk to the crafting tutorial sector, as consumers often prioritize essential spending over recreational hobbies. During financial downturns, discretionary income is significantly curtailed,

leading to a decrease in subscriptions for premium tutorial platforms and a reduction in the purchase of specialized crafting supplies. Additionally, the rising cost of raw materials can further strain the budgets of hobbyists, making DIY projects less attractive compared to mass-produced goods.

Covid-19 Impact:

The COVID-19 pandemic served as an unprecedented accelerant for the DIY and crafting tutorial market as global lockdowns forced millions to seek home-based entertainment and stress-relief activities. With traditional retail closed, there was a massive surge in online tutorial subscriptions and digital platform engagement. Consumers utilized their additional time to learn new skills, ranging from sewing to woodworking, fostering a permanent shift toward digital-first learning. This period effectively normalized the use of e-learning for hobbies, establishing a robust foundation for the industry's long-term post-pandemic growth.

The video tutorials segment is expected to be the largest during the forecast period

The video tutorials segment is expected to account for the largest market share during the forecast period due to its high engagement and instructional clarity. Consumers increasingly favor visual learning over text-based guides because video allows for a more detailed demonstration of intricate crafting techniques. Furthermore, the rise of high-definition streaming and interactive video features has made these tutorials more effective for teaching complex skills. The widespread availability of both free and premium video content bolsters this dominance.

The dedicated craft tutorial platforms segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the dedicated craft tutorial platforms segment is predicted to witness the highest growth rate as enthusiasts seek more specialized and high-quality instructional environments. Unlike general social media, these platforms offer ad-free, curriculum-based learning led by industry professionals, which appeals to serious hobbyists and aspiring artisans. Moreover, the integration of community forums and direct instructor feedback within these platforms enhances the value proposition for subscribers. The increasing popularity of "monetizing hobbies" also encourages users to visit these specialized websites in order to master the subject at a professional level.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by a deeply ingrained DIY culture and high consumer spending on recreational activities. The presence of major industry players and an extensive retail infrastructure for crafting supplies further support this dominance. Furthermore, the high penetration of high-speed internet and mobile devices facilitates seamless access to digital tutorial content across the region. Additionally, the growing popularity of personalized home decor and handmade gifting among Millennials and Gen Z continues to fuel the demand for diverse crafting projects.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, propelled by rapid urbanization and the increasing availability of affordable, high-speed internet. Countries like China and India are seeing a surge in interest in DIY projects as the middle-class population grows and seeks creative outlets for stress relief. Moreover, the expansion of local e-commerce platforms is making it easier for consumers to access both international tutorials and specialized crafting tools. Regional influencers, who customize content for traditional crafts, are also attracting a new generation of tech-savvy crafters.

Key players in the market

Some of the key players in DIY and Crafting Tutorial Market include Skillshare, Inc., Domestika, Inc., Creativebug, LLC, Craftsy, Udemy, Inc., Coursera, Inc., edX LLC, YouTube, LLC, Pinterest, Inc., Michaels Stores, Inc., JOANN Stores, LLC, Etsy, Inc., Makerist GmbH, Brit + Co, and ClassBento Pty Ltd.

Key Developments:

In January 2026, Coursera launched new Creativity Certificates, including design thinking and visual storytelling courses applicable to DIY projects.

In January 2025, Domestika released 350+ free creative tutorials, including crafting, textile, and illustration projects for learners worldwide.

Content Formats Covered:

Video Tutorials

Written & Photographic Tutorials

Live Workshops & Webinars

Hybrid/Subscription Kits

Craft Categories Covered:

Home Decor & Improvement

Paper Crafts, Scrapbooking & Stationery

Textile & Fiber Arts

Jewelry Making

Painting, Drawing & Fine Arts

Seasonal & Holiday Crafts

Tech-Integrated Crafts

Upcycling & Sustainable Crafts

Other Craft Categories

Skill Levels Covered:

Beginner

Intermediate

Advanced/Expert

Platform Types Covered:

Free Social Platforms

Dedicated Craft Tutorial Platforms

Company/Brand Websites

Independent Creator Websites & Patreon

E-learning Marketplaces

Monetization Models Covered:

Advertising Revenue

Subscription & Membership (SVOD)

One-time Purchase/Pay-per-Tutorial (TVOD)

Affiliate Marketing & Product Sales

Freemium Models

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:

- 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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