

Art & Craft Materials Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Basic Materials/Supplies, Marking Materials/Supplies), By Application (Household, Educational Institute, Office, Other), By Distribution Channel (Convenience Store, Hypermarket/Supermarket, Online, Specialty Store), By Region & Competition, 2021-2031F

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Abstracts

The Global market for art and craft materials is anticipated to expand from USD 24.54 billion in 2025 to USD 34.44 billion by 2031, reflecting a compound annual growth rate (CAGR) of 5.81%. This industry covers a broad range of products used for creative, educational, and professional purposes, including paints, drawing instruments, fabrics, adhesives, paper, and hobbyist crafting kits. Growth is primarily fueled by a rising global enthusiasm for do-it-yourself (DIY) activities and personalized projects, alongside the growing inclusion of arts and crafts in educational programs for all ages. Additionally, improved product availability through expanding online and traditional retail networks plays a critical role in driving this market forward.

However, fluctuating raw material costs present a notable obstacle, creating uncertainty that directly affects manufacturing expenses and profit margins. Meanwhile, the broader creative economy is experiencing structural shifts, highlighting a reliance on independent workers whose material purchasing habits differ from those of traditional institutions. For example, data from the UK's Department for Digital, Culture, Media and Sport revealed that self-employment accounted for 28% of all creative industry jobs between April 2024 and March 2025. This underscores the growing importance of

independent creators in shaping the market's trajectory and consumer behavior.

Market Driver

A major force propelling the global art and craft materials market is the escalating enthusiasm for do-it-yourself (DIY) projects, as individuals increasingly look for creative outlets to produce personalized goods. This movement boosts the demand for a vast range of supplies, including fabrics, paints, and specialized tools, as consumers create custom accessories, gifts, and home decor. The motivation to craft unique items and the personal fulfillment gained from making them substantially elevate material consumption. Highlighting this sustained consumer interest, PYMNTS.com reported in June 2025 that the major craft retailer Michaels experienced a 2.3% rise in same-store sales for the quarter ending May 1.

The continuous growth of e-commerce platforms and digital retail networks serves as another significant market driver by improving the global distribution and accessibility of crafting materials. Online marketplaces give consumers easy access to a wider variety of products, including specialty and niche supplies that may not be found in physical stores, while also offering direct-to-consumer sales and educational content that encourage creative participation. In February 2026, Etsy, Inc. noted that gross merchandise sales (GMS) transacted on its app rose by 6.6% year-over-year during the fourth quarter of 2025, constituting approximately 46% of its total GMS. Furthermore, the National Retail Federation projected in March 2026 that total retail sales would increase by 4.4% in 2026 to reach \$5.6 trillion, demonstrating a strong consumer spending climate that positively impacts diverse retail segments, including arts and crafts.

Market Challenge

The unpredictable and volatile pricing of raw materials serves as a primary obstacle hindering the expansion of the global art and craft materials market. Companies that manufacture these supplies are highly vulnerable to the shifting costs of crucial inputs, such as paper pulp, pigments, chemicals, and adhesives. This lack of stability results in fluctuating production expenses, which ultimately cuts into the profit margins of businesses operating throughout this sector.

These elevated manufacturing costs frequently force companies to raise retail prices across a wide variety of arts and crafts products. Illustrating this issue, the commodity information service SunSirs reported that the daily average price of imported hardwood

pulp surged by 9.08% as of December 31, 2025, compared to September 30, 2025. Such upward pressure on material expenses restricts manufacturers from maintaining competitive prices, which subsequently diminishes the purchasing power of consumers and stifles overall demand. As a result, higher price tags can cause a decline in sales volumes and decelerate market growth, especially among educational institutions and price-sensitive buyers.

Market Trends

A major trend shaping the global art and craft materials market is the growing emphasis on sustainability and the widespread use of environmentally friendly products. Driven by an increased consumer focus on ecological impact, manufacturers are prioritizing the creation of sustainable options, resulting in a higher demand for items made with non-toxic formulas, biodegradable elements, and recycled materials. This shift is strongly influencing buyer behavior and fostering a more eco-conscious community of creators. Demonstrating this commitment, Fiskars Group's Financial Statement Release 2025, published in February 2026, reported that the company had reached 27% of its goal to generate a majority of its sales from circular products and services by the end of 2025.

Another crucial trend transforming the industry is the rising integration of artificial intelligence and digital crafting technologies, which vastly broaden the possibilities for creative expression. Advanced tools like 3D printers, electronic cutting machines, and modern laser cutters are becoming more widely available, allowing users to achieve precise custom fabrication and highly intricate designs. Additionally, emerging AI applications are beginning to assist professional artists and hobbyists in streamlining their creative workflows through pattern generation and design conceptualization. This growing adoption is highlighted by Cricut, Inc.'s Fourth Quarter and Full Year 2025 Financial Results, published in March 2026, which revealed that its paid subscriber base increased by over 4% to just over 3.09 million compared to the prior year.

Key Market Players

Faber Castell

Crayola LLC

Fabbrica Italiana Lapis ed Affini S.p.A

STAEDTLER Mars GmbH & Co. KG

Newell Brands

Colart International Ltd.

Kokuyo Camlin Ltd.

DA VINCI PAINT CO

General Pencil Company Inc.

Langridge Artist Colours

Report Scope

In this report, the Global Art & Craft Materials Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Art & Craft Materials Market, By Type

Basic Materials/Supplies

Marking Materials/Supplies

Art & Craft Materials Market, By Application

Household

Educational Institute

Office

Other

Art & Craft Materials Market, By Distribution Channel

Convenience Store

Hypermarket/Supermarket

Online

Specialty Store

Art & Craft Materials Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Art & Craft Materials Market.

Available Customizations:

Global Art & Craft Materials Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL ART & CRAFT MATERIALS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Basic Materials/Supplies, Marking Materials/Supplies)
 - 5.2.2. By Application (Household, Educational Institute, Office, Other)
 - 5.2.3. By Distribution Channel (Convenience Store, Hypermarket/Supermarket, Online, Specialty Store)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA ART & CRAFT MATERIALS MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Type
 - 6.2.2. By Application
 - 6.2.3. By Distribution Channel
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Art & Craft Materials Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Type
 - 6.3.1.2.2. By Application
 - 6.3.1.2.3. By Distribution Channel
 - 6.3.2. Canada Art & Craft Materials Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Type
 - 6.3.2.2.2. By Application
 - 6.3.2.2.3. By Distribution Channel
 - 6.3.3. Mexico Art & Craft Materials Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Type
 - 6.3.3.2.2. By Application
 - 6.3.3.2.3. By Distribution Channel

7. EUROPE ART & CRAFT MATERIALS MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type
 - 7.2.2. By Application
 - 7.2.3. By Distribution Channel
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Art & Craft Materials Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Type
 - 7.3.1.2.2. By Application
 - 7.3.1.2.3. By Distribution Channel
 - 7.3.2. France Art & Craft Materials Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Type
 - 7.3.2.2.2. By Application
 - 7.3.2.2.3. By Distribution Channel
 - 7.3.3. United Kingdom Art & Craft Materials Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Type
 - 7.3.3.2.2. By Application
 - 7.3.3.2.3. By Distribution Channel
 - 7.3.4. Italy Art & Craft Materials Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Type
 - 7.3.4.2.2. By Application
 - 7.3.4.2.3. By Distribution Channel
 - 7.3.5. Spain Art & Craft Materials Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Type
- 7.3.5.2.2. By Application
- 7.3.5.2.3. By Distribution Channel

8. ASIA PACIFIC ART & CRAFT MATERIALS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Application
 - 8.2.3. By Distribution Channel
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Art & Craft Materials Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By Application
 - 8.3.1.2.3. By Distribution Channel
 - 8.3.2. India Art & Craft Materials Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By Application
 - 8.3.2.2.3. By Distribution Channel
 - 8.3.3. Japan Art & Craft Materials Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By Application
 - 8.3.3.2.3. By Distribution Channel
 - 8.3.4. South Korea Art & Craft Materials Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Type
- 8.3.4.2.2. By Application
- 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Art & Craft Materials Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Type
 - 8.3.5.2.2. By Application
 - 8.3.5.2.3. By Distribution Channel

9. MIDDLE EAST & AFRICA ART & CRAFT MATERIALS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By Application
 - 9.2.3. By Distribution Channel
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Art & Craft Materials Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Type
 - 9.3.1.2.2. By Application
 - 9.3.1.2.3. By Distribution Channel
 - 9.3.2. UAE Art & Craft Materials Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Type
 - 9.3.2.2.2. By Application
 - 9.3.2.2.3. By Distribution Channel
 - 9.3.3. South Africa Art & Craft Materials Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Type
- 9.3.3.2.2. By Application
- 9.3.3.2.3. By Distribution Channel

10. SOUTH AMERICA ART & CRAFT MATERIALS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By Application
 - 10.2.3. By Distribution Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Art & Craft Materials Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Type
 - 10.3.1.2.2. By Application
 - 10.3.1.2.3. By Distribution Channel
 - 10.3.2. Colombia Art & Craft Materials Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Type
 - 10.3.2.2.2. By Application
 - 10.3.2.2.3. By Distribution Channel
 - 10.3.3. Argentina Art & Craft Materials Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Type
 - 10.3.3.2.2. By Application
 - 10.3.3.2.3. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. GLOBAL ART & CRAFT MATERIALS MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Faber Castell

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

15.2. Crayola LLC

15.3. Fabbrica Italiana Lapis ed Affini S.p.A

15.4. STAEDTLER Mars GmbH & Co. KG

15.5. Newell Brands

15.6. Colart International Ltd.

15.7. Kokuyo Camlin Ltd.

15.8. DA VINCI PAINT CO

15.9. General Pencil Company Inc.

15.10. Langridge Artist Colours

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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