

Arts and Crafts Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material (Traditional Materials, Recycled and Upcycled Materials, Mixed Media), By Target Audience (Children’s Crafts, Adult Crafts), By Distribution Channel (Offline, Online), By Region & Competition, 2021-2031F

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Abstracts

The Global Arts and Crafts Market is set for substantial growth, projected to increase from USD 47.81 Billion in 2025 to USD 79.83 Billion by 2031, exhibiting an 8.92% CAGR. This market encompasses the creation and trade of goods made by hand or with simple tools, including diverse segments like painting supplies, needlework, paper crafts, and DIY kits. This expansion is fundamentally driven by a renewed appreciation for handmade individuality and the therapeutic benefits of creative expression, which serve as a counterpoint to increasing digital consumption. Consumer interest remains high, with 16.3% of adults engaging in creative activities in 2024, according to the National Endowment for the Arts, underscoring the robust demand for materials that supports the industry's financial health. The evolution of digital retail channels and specialized online marketplaces has profoundly reshaped this landscape, granting independent artisans global access to consumers. These platforms have transformed the sector from a localized hobbyist economy into a scalable global industry, allowing creators to bypass traditional retail limitations and effectively reach niche audiences. The significant scale of this digital commerce is evidenced by Etsy, Inc. sellers generating \$12.6 billion in Gross Merchandise Sales during 2024. Simultaneously, the rising influence of social media and influencer-driven trends dynamically shapes product demand and fuels the proliferation of DIY culture. Visual discovery engines and short-form video content serve as trend incubators, rapidly translating viral creative concepts

into tangible purchasing behavior for specific materials. For instance, Pinterest reported a 60% increase in searches for "hand painted wall patterns" in December 2024, demonstrating how online inspiration directly drives sales for painting and stenciling supplies. This connection between digital engagement and physical creation is further supported by the adoption of smart crafting tools, with Cricut, Inc.'s paid subscriber base growing to 2.96 million users in 2024, highlighting technology's deepening integration within the enthusiast community.

Market Driver

The expansion of digital retail channels and specialized online marketplaces has fundamentally reshaped the global arts and crafts landscape by democratizing access for independent artisans and connecting them with a worldwide consumer base. These platforms have transitioned the sector from a localized hobbyist economy to a scalable global industry, allowing creators to bypass traditional brick-and-mortar limitations and reach niche audiences efficiently. The sheer scale of this digital commerce is evident in recent financial performance; according to Etsy, Inc., in February 2025, sellers on its marketplace generated \$12.6 billion in Gross Merchandise Sales during 2024. This robust digital activity empowers individual entrepreneurs to monetize their skills while compelling legacy retailers to accelerate their own e-commerce integration to capture the growing segment of online-first consumers. Concurrently, the Rising Influence of Social Media and Influencer-Driven Trends operates as a dynamic force that dictates real-time shifts in product demand and fuels the proliferation of DIY culture. Visual discovery engines and short-form video content act as trend incubators, where viral creative concepts rapidly translate into tangible purchasing behavior for specific materials. For instance, according to Pinterest, in December 2024, searches for "hand painted wall patterns" increased by 60%, illustrating how online inspiration directly drives sales for painting and stenciling supplies. This connection between digital engagement and physical creation is further supported by the adoption of smart crafting tools; according to Cricut, Inc., in March 2025, the company's paid subscriber base grew to 2.96 million users in 2024, highlighting the deepening integration of technology within the enthusiast community.

Market Challenge

The volatility of supply chains and the rising cost of raw materials create a substantial barrier to the growth of the Global Arts and Crafts Market. This instability directly impacts the production of essential items such as specialized paper, textiles, and lumber, compelling manufacturers to operate within an unpredictable pricing

environment. When the cost of these inputs spikes, companies are forced to either absorb the expenses, thereby eroding their profit margins, or pass the additional costs onto the consumer. This inflationary pressure is particularly damaging in a market driven by discretionary spending. According to the National Association of Manufacturers, in 2025, 62.3 percent of manufacturers cited increased raw material costs as a top business challenge. Such widespread financial strain hampers the ability of the industry to maintain competitive pricing. As retail prices climb, consumers who are sensitive to price fluctuations may reduce their purchasing frequency or abandon projects altogether, directly stalling market expansion and reducing overall sales volume.

Market Trends

The Surge in Demand for Sustainable and Eco-Friendly Materials is fundamentally reshaping product development as consumers increasingly prioritize environmental responsibility over purely aesthetic considerations. This trend compels manufacturers to replace virgin plastics and non-recyclable components with biodegradable alternatives, while simultaneously driving a robust secondary market for upcycled and vintage goods. The scale of this shift toward circular economy principles is quantifiable; according to Etsy, Inc., May 2025, in the '2024 Environmental and Social Impact Highlights', there were 169 million active listings with a circular attribute—such as being recycled or vintage—across its marketplaces at the end of 2024. This data indicates a structural change in purchasing behavior, where the environmental footprint of crafting supplies becomes a decisive factor in the consumer's decision-making process. Simultaneously, the Renaissance of Traditional Textile and Fiber Arts highlights a return to tactile, analog creative methods like quilting, knitting, and embroidery, diverging from the digital-heavy drivers of the sector. This resurgence is characterized by a demographic expansion, as younger generations adopt these "slow craft" practices for their longevity and tangible output, effectively revitalizing a segment previously dominated by older cohorts. This influx of new enthusiasts is evident in industry participation metrics; according to the Craft Industry Alliance, May 2025, in the 'Quilting Trends Survey Results 2025', 18 percent of respondents indicated they were new to quilting, a significant rise from the previous year. This growing engagement underscores the sector's ability to attract novice practitioners who seek skill-based, manual hobbies as a form of creative grounding.

Key Market Players

Beifa Group Co, Ltd

Laizhou Zhonghe Arts and Crafts Co. Ltd.

CREA INNOVATIONS PVT LTD

Faber-Castell AG

IG Design Group PLC

Newell Brands Inc.

Arteza Inc.

Crayola LLC

Epiphany Studios Inc.

Asian Handicrafts Pvt. Ltd.

Report Scope

In this report, the Global Arts and Crafts Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Arts and Crafts Market, By Material

Traditional Materials

Recycled and Upcycled Materials

Mixed Media

Arts and Crafts Market, By Target Audience

Children's Crafts

Adult Crafts

Arts and Crafts Market, By Distribution Channel

Offline

Online

Arts and Crafts 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 Arts and Crafts Market.

Available Customizations:

Global Arts and Crafts 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).

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