

# **United States Arts and Crafts Toys Market Segmented By Type (Design Kits-Reusable, Painting & Drawing Kits, Boards, Clay & Dough and Others (Building & Construction Toys, Molding & Sculpture Toys, etc.)), By Sales Channel (Supermarkets/Hypermarkets, Toy Shops, Online, and Others (Stationery Stores, Gift Shops, Kiosks, etc.)), By Region, Competition, Forecast and Opportunities, 2018-2028F**

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## **Abstracts**

United States Arts and Crafts Toys Market has valued at USD 1.29 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 7.5% through 2028. The United States Arts and Crafts Toys Market is a vibrant and thriving sector within the larger toy industry. Arts and crafts toys encompass a wide range of products that inspire creativity, encourage artistic expression, and foster skill development in children. This market has gained significant importance due to its educational and recreational value, as well as its ability to engage children in imaginative and hands-on activities.

This segment includes a variety of art materials such as coloring pencils, markers, crayons, paints, sketchbooks, and paper. Art supplies are fundamental tools for children to explore their artistic abilities and unleash their creativity. Craft kits are pre-packaged sets that typically include materials and instructions for specific projects. These can range from jewelry-making kits to DIY science experiments and woodworking projects.

Modeling clay and dough are essential for sculpting and crafting. They encourage tactile exploration and help children develop fine motor skills. Many arts and crafts toys are

designed with an educational focus, teaching children about various subjects such as science, history, or geography while they engage in creative activities.

Parents and educators alike value toys that promote learning while having fun. Arts and crafts toys offer an excellent platform for developing a wide range of skills, from fine motor skills to creativity and problem-solving. As concerns about excessive screen time and the impact of digital devices on children's development grow, parents are seeking alternatives that encourage hands-on activities. Arts and crafts toys offer a screen-free way for kids to express themselves and stay engaged.

Fostering creativity is a top priority for many parents. Arts and crafts toys provide an outlet for self-expression, allowing children to create and personalize their projects. This creativity is not only enjoyable but also boosts confidence and self-esteem. The do-it-yourself (DIY) trend has gained momentum in recent years, and children are no exception to this cultural shift. DIY craft kits and projects are highly sought after, as they empower kids to take ownership of their creations.

While arts and crafts toys offer a screen-free alternative, they still face competition from digital devices and video games, which often captivate children's attention. Parents are concerned about the safety of art supplies and craft materials, particularly in terms of toxicity and allergens. Manufacturers must adhere to stringent safety regulations to address these concerns. There is an increasing emphasis on environmentally friendly and sustainable products. This has prompted a push for eco-friendly and recyclable arts and crafts materials.

In conclusion, the United States Arts and Crafts Toys Market is a dynamic and evolving sector within the toy industry. With a focus on education, creativity, and hands-on learning, arts and crafts toys are becoming increasingly relevant in a digital age. The market continues to grow as parents and educators recognize the value of these toys in promoting children's development and providing them with opportunities for imaginative expression and skill-building. As the market addresses challenges related to safety, sustainability, and accessibility, it is expected to continue its growth and innovation.

## Key Market Drivers

### Educational Emphasis on Creativity

One of the most significant drivers of the United States Arts and Crafts Toys market is the educational emphasis on fostering creativity and imaginative play in children.

Parents and educators recognize the critical role of creative activities in a child's cognitive and emotional development. Arts and crafts toys offer an ideal platform for children to explore their creativity, experiment with different materials, and express themselves through art.

In recent years, there has been a growing awareness of the importance of STEAM (Science, Technology, Engineering, Arts, and Mathematics) education. Arts and crafts activities play a pivotal role in promoting the 'A' in STEAM by encouraging children to think creatively, solve problems, and innovate. Educational institutions, including schools and preschools, have incorporated arts and crafts into their curricula to enhance students' overall learning experiences.

Moreover, parents are increasingly seeking toys and activities that provide educational value, and arts and crafts toys align perfectly with this goal. Many arts and crafts products are designed to develop fine motor skills, enhance hand-eye coordination, and stimulate a child's imagination, making them a preferred choice for parents who want their children to learn while having fun.

#### Rise in DIY Culture and Maker Movement

The Do-It-Yourself (DIY) culture and the Maker Movement have gained significant traction in the United States. These movements emphasize creating, building, and crafting as a means of self-expression and personal satisfaction. Arts and crafts toys are a direct reflection of these cultural shifts, as they empower children to become young makers and creators.

DIY and crafting have become popular hobbies for adults, and this enthusiasm often extends to their children. Parents who enjoy crafting activities are more likely to introduce their kids to arts and crafts at an early age. This cultural trend has contributed to the increased demand for a wide range of arts and crafts toys, from traditional coloring books and craft kits to more advanced DIY projects like jewelry making and painting.

The Maker Movement has also influenced the development of educational toys that encourage hands-on learning and problem-solving skills. Arts and crafts toys that incorporate science and engineering principles, such as circuit-building kits or 3D printing pens, appeal to both children and parents who value creative exploration and innovation.

## E-commerce and Online Retail

The growth of e-commerce and online retail has revolutionized the Arts and Crafts Toys market in the United States. Online platforms provide a vast and convenient marketplace for parents and caregivers to explore and purchase a wide variety of arts and crafts products. This accessibility has expanded the reach of arts and crafts toys to consumers in remote or underserved areas, contributing to market growth.

Online marketplaces offer an extensive selection of arts and crafts toys, including products from both well-established brands and niche manufacturers. The ability to read reviews, compare prices, and access a diverse range of options has empowered consumers to make informed purchasing decisions. Additionally, e-commerce has made it easier for consumers to find specialty or hard-to-find arts and crafts products that may not be readily available in physical stores.

E-commerce platforms have also allowed arts and crafts toy manufacturers and retailers to promote their products through targeted digital marketing and reach a broader audience. Social media, influencer partnerships, and online advertising campaigns have played a significant role in increasing consumer awareness and driving sales.

Furthermore, the convenience of online shopping has been especially beneficial for busy parents, as they can browse and purchase arts and crafts toys from the comfort of their homes. This convenience factor has led to increased sales of arts and crafts products, as parents seek activities that keep their children engaged and entertained.

## Key Market Challenges

### Digital Distraction and Screen Time

One of the most pressing challenges for the Arts and Crafts Toys Market in the United States is the omnipresence of digital devices and screen-based activities that compete for children's attention. In an age where smartphones, tablets, and video games have become a ubiquitous part of children's lives, the market must contend with the lure of digital distractions. The appeal of interactive and immersive digital content often takes precedence over traditional, hands-on arts and crafts activities.

Children are increasingly spending more time in front of screens, which can have detrimental effects on their development, including reduced creativity, poor fine motor skills, and limited face-to-face social interactions. Parents and caregivers are often

faced with the challenge of finding a balance between screen time and traditional play, including arts and crafts. Market players must work to make arts and crafts toys more engaging, interactive, and relevant in the digital age to address this challenge.

### Safety and Environmental Concerns

Another significant challenge in the Arts and Crafts Toys Market is ensuring the safety of products and addressing environmental concerns. Arts and crafts toys often involve materials like paints, glues, and plastics that can contain toxic substances or generate waste. Manufacturers must adhere to strict safety standards and regulations to protect children from exposure to harmful chemicals. Ensuring product safety, especially for young children who may put toys in their mouths, is a critical concern.

Moreover, environmental awareness and sustainability have become increasingly important for both consumers and regulatory bodies. The market faces the challenge of producing arts and crafts toys that are not only safe but also eco-friendly. This includes using non-toxic, biodegradable, and recyclable materials. Companies need to navigate the complex landscape of safety and environmental regulations while still creating innovative and appealing products.

### Competition and Changing Consumer Preferences

The Arts and Crafts Toys Market in the United States is highly competitive, with numerous brands and products vying for consumer attention. This challenge is further intensified by the constantly changing landscape of children's preferences. Today's children are exposed to a wide array of entertainment options, and their interests can shift rapidly. To stay relevant, companies need to continually innovate and create arts and crafts toys that capture the imagination of children.

Additionally, the market faces the challenge of keeping up with evolving consumer preferences, including a growing emphasis on educational value and STEAM (Science, Technology, Engineering, Arts, and Mathematics) integration. Parents and caregivers are increasingly seeking products that not only entertain but also provide educational benefits. Manufacturers must find ways to infuse arts and crafts toys with learning elements to meet these demands.

Another aspect of changing consumer preferences is the influence of licensed properties and popular characters. Children are often drawn to products featuring their favorite characters from movies, television shows, and video games. This presents both

an opportunity and a challenge for the market. Companies that can secure licensing agreements can tap into a lucrative market, but they must also contend with the competition and financial demands of licensing.

## Key Market Trends

### STEAM Education Integration

One of the most significant trends in the United States Arts and Crafts Toys Market is the integration of STEAM (Science, Technology, Engineering, Arts, and Mathematics) education. Arts and crafts toys are increasingly designed to align with STEAM principles, promoting a holistic approach to learning. These toys encourage children to explore various disciplines and enhance their problem-solving skills.

For example, products like DIY science experiment kits and art sets with elements of geometry and engineering provide children with opportunities to experiment, learn, and create. Manufacturers are developing art and craft kits that incorporate technology, such as circuitry components or app-based interactions, to make learning more engaging.

The trend towards STEAM integration reflects the growing recognition of the importance of cross-disciplinary learning, and it positions arts and crafts toys as valuable educational tools in children's development.

### Eco-Friendly and Sustainable Materials

There is a notable shift towards eco-friendly and sustainable materials in the production of arts and crafts toys. With increasing awareness of environmental issues, parents and caregivers are looking for toys that have minimal impact on the environment and are safe for children.

Manufacturers are responding to this demand by using recycled and sustainable materials in their products. Art supplies like crayons, colored pencils, and paper are being produced from recycled materials, and craft kits are packaged in eco-friendly materials. Additionally, water-based and non-toxic paints are becoming more prevalent, ensuring that children can create without exposure to harmful chemicals.

This trend aligns with the broader movement towards sustainability and reflects the values of eco-conscious parents. It also serves as an educational opportunity to teach children about environmental responsibility and the importance of sustainable practices.

## Customization and Personalization

Another emerging trend in the United States Arts and Crafts Toys Market is the emphasis on customization and personalization. Today's children, along with their parents, are increasingly looking for toys that offer a unique and individualized experience. Arts and crafts toys are being designed to cater to this desire for personalization.

Craft kits that allow children to create their own jewelry, accessories, or home decor items with a personal touch are gaining popularity. Moreover, the option to personalize art supplies, such as sketchbooks, drawing tools, and craft materials, is becoming more prevalent. This enables children to express themselves through their creations and gives them a sense of ownership over their art and craft projects.

The trend towards customization not only promotes creativity but also reinforces a sense of pride and achievement in children when they see their personalized creations come to life. Manufacturers are recognizing the demand for this feature and are offering a wide range of customization options in their arts and crafts toy lines.

## Segmental Insights

### Type Insights

Painting and drawing kits have captured a significant share in the United States Arts and Crafts Toys Market, reflecting the enduring appeal of creative expression and the importance of nurturing artistic skills among children. These kits encompass a wide array of tools and materials that encourage kids to explore their imagination, experiment with colors, and develop fine motor skills. The growth of this segment can be attributed to several factors.

First and foremost, painting and drawing are fundamental forms of artistic expression that help children develop their creativity and problem-solving abilities. With the rise of screen-based entertainment, parents and educators are increasingly turning to these kits to provide children with a hands-on, screen-free activity that encourages cognitive and emotional development. These kits often include a variety of paints, brushes, markers, crayons, and paper, allowing children to choose their preferred medium and create works of art that reflect their unique perspectives.

Moreover, the trend of DIY culture has been on the rise, with many parents and caregivers valuing the educational benefits of art and crafts activities. Painting and drawing kits are seen as a valuable tool for fostering self-expression and fostering a sense of accomplishment in children. These kits are not just playthings; they are a medium through which kids can explore their feelings, engage in storytelling, and gain confidence in their abilities.

Another significant factor driving the popularity of painting and drawing kits is the emphasis on STEM (Science, Technology, Engineering, and Mathematics) education in the United States. Many educators and experts now advocate for STEAM, which adds 'Art' to the mix. Artistic activities, such as those enabled by painting and drawing kits, complement STEM subjects by encouraging creative thinking, problem-solving, and hands-on learning.

The United States Arts and Crafts Toys Market has witnessed an influx of innovative and themed painting and drawing kits. Manufacturers are constantly developing products inspired by popular movies, TV shows, and characters, making these kits highly appealing to children. These themed kits encourage children to engage with their favorite stories and characters while honing their artistic skills.

In conclusion, painting and drawing kits have established a prominent presence in the United States Arts and Crafts Toys Market due to their ability to foster creativity, align with educational goals, and provide a much-needed break from screen time. As the market continues to evolve, we can expect to see even more innovative and captivating products that cater to the diverse interests and developmental needs of children, ensuring that this segment remains a significant player in the ever-growing world of arts and crafts toys.

### Sales Channel Insights

Online retail has emerged as a dominant force in the United States Arts and Crafts Toys Market, representing a significant share of the industry. This shift in consumer behavior is the result of several factors that have reshaped the market landscape in recent years.

One of the primary drivers of this online dominance is the convenience it offers. Consumers can now browse, compare, and purchase a wide range of arts and crafts toys from the comfort of their own homes. The accessibility of e-commerce platforms has made it easier for both parents and children to explore the diverse array of products available in this market. Whether it's creative building sets, DIY art kits, or educational



craft supplies, online platforms provide a convenient and extensive selection.

The COVID-19 pandemic also played a pivotal role in accelerating the adoption of online shopping for arts and crafts toys. With lockdowns and restrictions limiting physical store visits, consumers turned to digital channels to meet their shopping needs. E-commerce platforms not only offered a safer shopping environment but also provided options for contactless delivery and curbside pickup, further solidifying their appeal.

Moreover, the online landscape encourages price transparency, enabling consumers to easily compare prices and find the best deals. Online marketplaces often host various sellers, fostering competition that can result in better prices and promotions for buyers. This dynamic pricing has attracted price-conscious shoppers, especially parents who are keen on finding the best value for their money.

Furthermore, online shopping has opened up opportunities for niche and specialty brands in the Arts and Crafts Toys Market. Smaller businesses can easily reach a broader audience through e-commerce platforms, increasing the variety of products available to consumers. This diversity has led to a more vibrant and innovative market, offering unique, handcrafted, and eco-friendly options alongside well-known brands.

Social media and influencer marketing have also played a role in promoting arts and crafts toys online. Parents and children are exposed to creative content, tutorials, and product reviews that influence their purchase decisions. This interconnectedness of online platforms has fostered a sense of community and shared creativity within the market.

## Regional Insights

The South, one of the most culturally rich and diverse regions in the United States, plays a pivotal role in the Arts and Crafts Toys Market. With its unique blend of traditions, creativity, and a strong emphasis on artistic expression, the South has a significant share in this vibrant industry.

One of the key reasons for the South's influence in the Arts and Crafts Toys Market is its long history of craftsmanship and artistic endeavors. The region has a deep-rooted tradition of handmade crafts, from pottery and weaving to folk art and woodworking. This legacy has fostered a community of skilled artisans and crafters, many of whom have translated their talents into designing and creating arts and crafts toys. Their expertise, passed down through generations, contributes to the authenticity and quality

of products in the market.

Furthermore, the South's cultural diversity is a wellspring of inspiration for arts and crafts. The region's rich tapestry of traditions, including African, Native American, Hispanic, and European influences, provides a wide array of artistic themes and materials for toy makers. This diversity is reflected in the vibrant colors, patterns, and designs of arts and crafts toys produced in the South.

Southern cities and towns also host numerous craft fairs and art festivals throughout the year, attracting artists, crafters, and toy makers from all over the country. These events provide a platform for local artisans to showcase and sell their arts and crafts toys, further enhancing the South's presence in the market.

The South's connection to nature is another factor contributing to its significant share in the Arts and Crafts Toys Market. The region's lush landscapes, including forests, wetlands, and coastlines, inspire the creation of toys made from natural materials like wood, shells, and fibers. These toys often reflect the beauty and wonder of the Southern environment, making them appealing to both children and adults.

Additionally, the South's strong sense of community and family values fosters an environment where arts and crafts are not only appreciated but also taught and passed on. This has resulted in a continuous influx of creative minds into the industry, ensuring that the South's influence remains strong in the Arts and Crafts Toys Market for years to come.

### Key Market Players

Crayola LLC

Hasbro, Inc.

Spin Master Inc.

Mattel, Inc.

U.S. Toy Co., Inc.

Tomy International, Inc.

Channel Craft

VTech Holdings Limited

Fat Brain Toys, LLC

Faber-Castell USA, Inc.

Report Scope:

In this report, the United States arts and crafts toys market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Arts and Crafts Toys Market, By Type:

Design Kits-Reusable

Painting & Drawing Kits

Boards

Clay & Dough

Others

United States Arts and Crafts Toys Market, By Sales Channel:

Supermarkets/Hypermarkets

Toy Shops

Online

Others

United States Arts and Crafts Toys Market, By Region:

South

West

Mid-West

North-East

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the United States arts and crafts toys market.

## Available Customizations:

United States Arts and Crafts Toys market report with the given market data, Tech Sci 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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