

## The Arts and Crafts Consumer - US - January 2017

Report Price: £3239.54 | \$3995.00 | €3796.74

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"Consumers today are crafting at similar rates to years past, with 59% of adults being categorized as a crafter. However, interest in traditional craft projects, such as photography and scrapbooking, continue to see slight declines in participation year after year, likely giving rise to less traditional types of crafting projects."  
**- Gina Cavato, Lifestyles and Leisure Analyst**

This report looks at the following areas:

- Older adults are less likely to craft, and when they do, they are set in their ways
- Non-parents – particularly men – are less likely than parents to participate
- Young adults more easily frustrated, leave projects unfinished

Facing increased competition from online marketplaces, specialty crafts stores can differentiate themselves by playing up strengths, crafting knowledge, and expertise. Online marketplaces, on the other hand, are able to distinguish themselves for their convenience and digital prowess.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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### The Market – What You Need to Know

Traditional crafting activities decline slightly among adults, contemporary crafts attract greater participation

Half of teens and kids participate in traditional arts and crafts

18-44s, women, parents are the most likely adult crafters

Digital channels allow crafters to explore other projects, showcase their own creations

The arts and crafts market requires attention from digital brands

### The Traditional and Contemporary Crafter Market

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Painting, drawing, sculpting on the rise – Adult coloring books likely contribute

Woodworking and furniture refinishing remains stable

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### Specialty craft stores

Michaels

Hobby Lobby

Jo-Ann Stores

Craft websites

Etsy

Pinterest

Mass Merchandiser

Walmart

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Nearly six in 10 adults participated in art and crafts projects

Cooking, hosting, watching craft-related content are most popular related activities

Convenience, supply selection are biggest influencers for retailer chosen

Young adults are most open to influences to increase crafting frequency

Leaving projects unfinished is most common among young adults

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