

The Arts and Crafts Consumer - US - January 2016

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"Crafting is a popular activity for US adults, with more than half participating in at least one type of craft in the past year. The market is steadily gaining, with an increase in store visits for major craft retailers and the development of social commerce on popular sites such as Instagram and Pinterest."

- Dana Macke, Lifestyles & Leisure Analyst

This report looks at the following areas:

- "Crafter" is not the preferred nomenclature
- Men participate in craft activities, but aren't likely to visit a craft store
- Walmart siphons Hispanic consumers away from craft chains

Additionally, as Americans' lives become increasingly digital, and more of what they own is stored in the cloud, there is renewed enthusiasm for making and owning hand-crafted items. Amazon has entered the handmade market at an ideal time, as demand for tangible crafted goods grows and Etsy's command of the market falters.

The types of crafts that participants prefer continue to evolve, with growing interest in culinary crafts and a continued decline of the once-popular craft scrapbooking.

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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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Online videos provide instruction and inspiration

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