

The Arts and Crafts Consumer - US - January 2018

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"Participation in the arts and crafts space remains stable. In 2017, many adults participated in at least one type of arts and crafts activity, with painting/drawing/coloring as the most popular type. The market is propelled by young, female crafters who are motivated to make projects for themselves and their homes, alongside their family members."

- **Gina Cavato, Lifestyles & Leisure Analyst**

This report looks at the following areas:

- Consumers prefer projects that require fewer materials and less time
- Inspiration comes from many places
- Diverse range of projects may indicate fleeting engagement among young crafters

While few crafters consider their skills to be advanced, nearly all are satisfied with how their projects turn out. Skill level impacts the number of projects crafters take on and how much they spend. Growth in the category may depend on brands' ability to use technology to make crafting more time efficient for young, social media savvy crafters.

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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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Teens' participation in crafts surpasses kids for first time since 2012

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