

Arts and Crafts Consumer - Canada - February 2019

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This report looks at the following areas:

- Arts/crafting sees relatively niche engagement and participation is sporadic
- Change is on the horizon: older crafters differ in approach to younger ones
- Dollar stores have an edge on craft specialty stores

Younger and older consumers differ in their preference and approach to crafting, suggesting that the industry is experiencing a shift in the approach and the preferred environment for making arts/crafts. With consumers leveraging the internet for ideas and inspiration, considerations in reducing steps from exploration to purchase will be necessary.



"The majority (58%) of Canadians participated in making at least one type of arts/craft activity in 2018. Although engagement is likely more sporadic for most, the process of making arts and crafts meets a number of wellness benefits for consumers including relaxation and bonding with family or friends."

- Carol Wong-Li, Associate Direction - Lifestyles & Leisure

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