

The Arts and Crafts Consumer - US - January 2014

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“There is a core audience of arts and crafts consumers, generally women aged 18-34. Yet marketers have plentiful opportunities to attract new audiences. Parents, younger men, unskilled crafters and consumers selling arts and crafts online are just some examples. Marketers can engage with and increase their share of consumers by understanding the specific needs of these individuals.”
 – Fiona O’Donnell, Senior Lifestyles & Leisure

This report looks at the following areas:

- How has the expanded role of the internet changed crafting landscape?
- Are there any unique ways to stand out among parents?
- How can marketers help expand the core audience?
- How can marketers engage with less “serious” crafters?

The arts and crafts market has historically served a niche audience of mostly young women and more dedicated crafters: those who craft frequently, have a wide repertoire of activities, and consider themselves highly skilled. However, many opportunities exist to cast a wider net and attract more atypical audiences who exhibit basic interest in crafting.

The implication is that new audiences are opening up for marketers: young men and homeowners might find and share arts and crafts ideas online, for example. The core audience of arts and crafters is also changing as the rise of [Etsy](#) has helped many dedicated crafters open a small business of their own. Marketers who can meet these new needs of the changing arts and crafts audience have an opportunity to engage with a large and growing market.

This report builds on the analysis presented in Mintel’s *The Arts and Crafts Consumer – US, May 2013*.

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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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Are there any unique ways to stand out among parents?

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The implication: marketing to parents should focus on how crafting is good for them

How can marketers help expand the core audience?

The issues

The implication: there are multiple opportunities to attract less common audiences

How can marketers engage with less “serious” crafters?

Issues:

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