

Greetings Cards & Personal Stationery Retailing - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Resistant to the growing threat of digital alternatives, the UK greetings card and personal stationery market has continued to grow. Growth in consumer spending on greetings cards has outpaced stationery. However, a number of trend-driven retailers have proven that demand for both well-made and well-designed stationery remains robust.”

– **Samantha Dover, Retail Analyst**

This report looks at the following areas:

- **What are the opportunities in the greetings card market?**
- **What are the opportunities in the personal stationery market?**
- **Who are the winners and losers in the greetings card and personal stationery markets?**

The UK greetings card and personal stationery market has proven itself to be resilient against the rising threat of digital communication. However, whilst consumer spending on greetings cards has continued to uptrend, sales growth in personal stationery has slowed. Mintel estimates that sales of greetings cards will increase 4.8% to £2.1 billion in 2017, whilst retail sales of stationery are estimated to reach £2.9 billion, representing 1.2% year-on-year market growth.

Both markets are fragmented with a number of significant players in each sector, some of which overlap. Whilst industry estimates suggest that around one in six retailers sell greetings cards, the market continues to be dominated by Card Factory, which is expanding rapidly as its value-driven ranges continue to change the greetings card retail landscape. The leading player in personal stationery is more difficult to determine at present. The biggest specialist Staples has continued to lose market share. The retailer was acquired by Hilco in late 2016 and has now been rebranded to Office Outlet. As a result, the biggest channel in the stationery market is not the specialists, but instead it is the grocery multiples that hold the biggest proportion of consumer spending on stationery.

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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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