

## The Arts and Crafts Consumer - US - February 2020

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"Factors that are motivating purchase in other categories, like sustainability, wellness and nostalgia, are also relevant to the craft category, which helps keep the market engaging for younger consumers."

– **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

This report looks at the following areas:

Adults aged 18-34 are some of the most engaged crafters, with more than eight in 10 adults in this age range having worked on a craft project in the past 12 months. Providing novice crafters the inspiration and tools they need, especially on social channels, can help grow this category.

- **Men are engaged in the craft market, but stick to specific project types**
- **Lack of interest keeps some from crafting, but others just need some guidance**
- **Textile crafters are invested, but isolated**

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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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