

# The Arts & Crafts Consumer - US - January 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior in the arts and crafts market
- How consumers' value-oriented mind-set will impact the arts and crafts market
- The demographic groups driving current interest in the market
- The rise in interest for more traditional crafts like sewing and knitting

The arts and crafts market saw a boost in 2020 due to increased interest in affordable in-home leisure activities. A yearning for stress relief and comfort during the uncertainty of the pandemic has increased the popularity of traditional and nostalgic crafts. Meanwhile, more time spent at home has sparked interest in a variety of home improvement crafts. While younger consumers still dominate the space in terms of participation and engagement, consumers aged 45+, dads and single parents have emerged as new target audiences for craft brands to consider.



“In-home leisure categories like arts and crafts have thrived over the last 12 months and will continue to thrive over the next several years. During this time of high stress, both emotional and financial, consumers will look to arts and crafts for a fun, affordable leisure activity that helps them feel both relaxed and purposeful.”

– Ariel Horton, Lifestyle and Leisure Analyst

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