

The Arts & Crafts Consumer - US - 2022

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This report looks at the following areas:

- Types of creative projects that consumers worked on recently
- Supplies purchased for decorating baked goods, drawing/coloring projects, paper crafts or making decorations
- Types of retailers at which crafters of different project types purchased supplies
- Attitudes toward community and personal identity among crafters

The concepts of "arts and crafts" done by "crafters" have become limiting. Only 29% of consumers who worked on a creative project in the past 12 months would define themselves as a "crafter." Instead, 53% of these creative consumers see themselves as open-minded. As high inflation tightens discretionary budgets, brands have opportunities to help consumers spend their leisure time expressing themselves creatively in fun and affordable ways. Cross-brand partnerships can also expand the reach of supply brands and retailers alike.



"More than two thirds of adults turn to creative projects to enjoy their free time and express their unique identities, but relatively few of these creative consumers define themselves as "crafters." This gives brands the chance to serve as partners in creativity beyond the traditional arts and crafts space."

– Kristen Boesel, Senior Lifestyles and Leisure Analyst

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