This report looks at the following areas:

- Types of creative projects that consumers worked on recently
- Motivations for working on creative projects
- Sources of inspiration for creative projects, including social media platforms
- Types of retailers at which crafters of different project types purchased supplies
- Barriers to engaging in creative project work more often

About half of all arts and crafts consumers consider their project skills to be basic or nonexistent, indicating a need to boost confidence and encourage engagement among less skilled crafters. Meanwhile, high inflation continues to tighten discretionary budgets, giving brands opportunities to help consumers spend their leisure time expressing themselves creatively in fun and affordable ways. Mass retailers and dollar stores are poised to attract casual crafters looking for one-stop shopping at a low price point, but crafting retailers continue to lead the way in offering resources and inspiration online.

“New arts and crafts consumers gained during the pandemic are maintaining their interest in the category, driven by a desire to try new things, make things for themselves and enjoy the mental health benefits of creative projects. Continuing inflation will fuel a DIY spirit and keep the category strong, but brands must be sensitive to financial limitations.”
– Kristen Boesel, Senior Analyst

Buy this report now
Visit store.mintel.com

<table>
<thead>
<tr>
<th>Region</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA</td>
<td>+44 (0) 20 7606 4533</td>
</tr>
<tr>
<td>Brazil</td>
<td>0800 095 9094</td>
</tr>
<tr>
<td>Americas</td>
<td>+1 (312) 943 5250</td>
</tr>
<tr>
<td>China</td>
<td>+86 (21) 6032 7300</td>
</tr>
<tr>
<td>APAC</td>
<td>+61 (0) 2 8284 8100</td>
</tr>
</tbody>
</table>

© 2023 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.
Table of Contents

OVERVIEW
• What you need to know
• This Report looks at the following areas
• Definition
• Market context

EXECUTIVE SUMMARY
• Top takeaways
• Market overview
  Figure 1: Estimated number of adults who worked on a textile project in the past six months, in millions, 2019-22
  Figure 2: Creative project types adults engaged in the past 12 months, 2022
  Figure 3: Arts and crafts category outlook, 2023-27
• Opportunities and challenges
• Four in 10 creative consumers work on creative projects for the mental health benefits
  Figure 4: Motivations for working on creative projects, 2022
• Half of all creative consumers feel their skills are basic at best
  Figure 5: Self-reported arts/crafts skill level, 2022
• Two thirds of arts and crafts consumers feel the pinch of inflation
  Figure 6: Agreement that inflation has made it difficult to purchase supplies, by household income, 2022
• Key consumer insights
• Gen Z and Younger Millennials represent a highly engaged segment
• Half of all arts and crafts consumers get inspiration from social media
• Four in 10 adults would work on creative projects more often if they had more free time

THE ARTS AND CRAFTS MARKET BY THE NUMBERS
• Creative engagement continues to rise
  Figure 7: Estimated number of adults who worked on a creative project in the past 12 months, in millions, 2019-22
  Figure 8: Kroger three-ingredient pumpkin cake Instagram post, 2022
• Textile projects remain a small share of the market but demonstrate continued post-pandemic growth

What’s included
Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?
This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now
Visit store.mintel.com
EMEA +44 (0) 20 7606 4533
Brazil 0800 095 9094
Americas +1 (312) 943 5250
China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
Figure 9: Estimated number of adults who worked on a textile project in the past six months, in millions, 2019-22
Figure 10: Percentage of adults who worked on a textile project in the past 12 months, 2022

MARKET FACTORS
• Inflation continues to tighten consumers' budgets
  Figure 11: Consumer Price Index change from previous year, 2020-22
• What this means for arts and crafts consumers
• Consumers' mental health is suffering
• Young adults are generally more stressed than older adults
  Figure 12: Mental health conditions experienced in past 12 months, by age, 2021
• What this means for arts and crafts consumers

COMPETITIVE STRATEGIES AND OPPORTUNITIES
• Meeting consumer needs through the lens of the Identity Trend Driver
  Figure 13: Mintel's Identity Trend Driver
  Figure 14: DIY farmers market tote on TikTok, 2022
• Meeting consumer needs through the lens of the Value Trend Driver
  Figure 15: Mintel’s Value Trend Driver
• Danish home retailer expands app offerings to include DIY suggestions
• Meeting consumer needs through the lens of the Wellbeing driver
  Figure 16: Mintel’s Wellbeing Trend Driver
• Art journaling gains momentum
  Figure 17: Art Journaling 101, 2016

THE ARTS AND CRAFTS CONSUMER – FAST FACTS
• 66% of all adults worked on a creative project in the past year
• 42% of arts and crafts consumers work on creative projects for the mental health benefits
• 48% of makers say their skill level is basic at best
• 52% of arts and crafts consumers get inspiration from social media
• 66% of arts and crafts consumers say inflation has made it difficult to buy all the supplies they want
• 41% of adults say they would work on creative projects more often if they had more free time

What’s included
Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?
This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now
Visit store.mintel.com
EMEA +44 (0) 20 7606 4533
Brazil 0800 095 9094
Americas +1 (312) 943 5250
China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
MEET THE ARTS & CRAFTS CONSUMERS

- Two thirds of adults engage in creative projects
  Figure 18: Creative project types adults engaged in the past 12 months, 2022

- Women continue to drive the market, but majority of men participate too
  Figure 19: Creative project types adults engaged in the past 12 months, by gender, 2022
  Figure 20: Meet the Maker | Etsy, 2019

- Gen Z and Younger Millennials represent a highly engaged segment
  Figure 21: Percentage of adults who engaged in any creative project in the past 12 months, by age, 2022

- Parent segment overlaps with younger adults
  Figure 22: Creative project types adults engaged in the past 12 months, by presence of kids in household, 2022
  Figure 23: Celebrate Together: kids craft kits from Hobby Lobby, 2022

- Opportunities to engage Asian consumers in the creative space
  Figure 24: Percentage of adults who engaged in any creative project in the past 12 months, by age, 2022

MOTIVATION

- There’s an appetite for novelty among makers
  Figure 25: Motivations for working on creative projects, 2022
  Figure 26: Online Class: Intro to easy Dried Flower Resin Jewelry | Michaels, 2023

- End products are more likely to be kept than gifted

- Mental health is a top reason for project work
  Figure 27: Motivations for working on creative projects, by gender, 2022

- Tufting takes off in China

- Most Millennials would rather make something than buy it new
  Figure 28: Attitudes toward working on creative projects, by age, 2022

MASTERY

- A substantial share of arts and crafts consumers consider their skills basic
  Figure 29: Self-reported arts/crafts skill level, percentages, 2022

- Men are more confident in their skills than women are
INSPRIATION

• Target Trendsetters and Early Adopters to generate word of mouth

• A third of makers get inspiration just from browsing

• Social media is the top source for maker inspiration

• Parents rely on a variety of digital sources of inspiration

• Most female makers turn to Pinterest

• TikTok not the top source, but has traction with Gen Z makers

• Consumers can offer inspiration for brands too

SHOPPING HABITS

• Most makers want to buy their project supplies in person

• Two thirds of arts and crafts consumers are impacted by inflation

• Inflation impacts equally across incomes

• Mass retailers and dollar stores threaten dominance of craft store chains

• Dollar stores appear to have made gains in the paper crafts category

BARRIERS

• Lack of time and high price tags are top barriers to project engagement
Figure 42: Barriers to working on creative projects more frequently, 2022
• Mothers are especially likely to see time and money as barriers
Figure 43: Barriers to working on creative projects more frequently, by parental status, 2022
• Men can be taught to enjoy the process more
Figure 44: Barriers to working on creative projects more frequently, 2022
• Women and Gen Z are especially sensitive to price
Figure 45: Barriers to working on creative projects more frequently, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS
• Data sources
• Consumer survey data
• Abbreviations and terms
• Abbreviations
About Mintel

Mintel is the expert in what consumers want and why. As the world’s leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster.

Our purpose is to help businesses and people grow. To find out how we do that, visit mintel.com.