

# The Arts and Crafts Consumer – China – January 2020

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## This report looks at the following areas:

- Building a better CSR image with arts and crafts themes and activities
- Handmade arts and crafts bring new opportunities in the gifting market
- Lifestyle brands should use arts and crafts crossovers to stimulate in-store experience



“The arts and crafts industry is emerging as a new type of leisure activity in China. To further increase consumer involvement, brands can position arts and crafts projects as facilitators of personal and social gain, such as making crafts projects as a way to learn new skills, celebrate unique moments, experience local culture, as well as voice ethical sentiment.”

– Catherine Liu, Research

Analyst

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