

# 2016 Creative Products Size of the Industry Study

## Overview

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The 2016 Creative Products Size of Industry Study is produced by the Association For Creative Industries (AFCI) in partnership with MaritzCX. The opportunities that exist within the creative products industry are growing with 63% of US households participating; collectively spending over \$43 Billion. Interest in a variety of categories like painting/drawing, DIY woodcrafts and the edible arts is rising and activity levels are expected to increase. A vast majority of crafters continue to purchase items in physical stores but more consumers are making their way online to purchase items due to price and convenience. Increased participation in the next 12 months is expected as crafters continue to have a strong affinity to their related activities.

## Objectives

Accurately size the US craft and hobby market by dollar volume and participation, both overall and at the category level

Develop demographic profiles and attitudes of crafters

Understand how the size of the market varies by geographic region

## Qualification

Respondents that qualified for this study are age 18+, have participated in crafts/hobbies and/or purchased creative products in the past 12 months and are living within the United States.

## Surveying Outline

Over 9,400 consumers surveyed with 6,200 completes

Surveying conducted from July 2015-June 2016 to capture seasonality

Surveying continuing with trend updates in August 2017 and January 2018



# Category Segments

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**Paper Crafts:** Scrapbooking, card making or paper crafting

**Beads & Jewelry:** Jewelry making

**Floral Crafting:** Floral crafts

**Edible Arts:** Cake or sweet treat decorating (and other food crafts)

**Wood Crafts & Home Décor:** Ready-to-decorate wood crafts including furniture and home décor

**Knitting & Crochet:** Knitting or crocheting

**Needle Arts:** Cross-stitch, embroidery, needlepoint, needle felting, etc

**Sewing & Fabric:** Fabric/Sewing for apparel, home décor, quilting, and crafting

**Painting & Drawing:** Painting, drawing, calligraphy or print making, includes coloring books

**Kids Crafts:** Kids crafts

**All other crafts** (not explicitly noted above): holiday, event and mixed-media projects, doll making, candle making, stenciling and projects that are not simply or easily categorized.



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# Pricing

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The 2016 Creative Products Size of the Industry Study is available for \$3,995.

## Contact

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The Association For Creative Industries (AFCI), formerly known as the Craft & Hobby Association, is the premier trade association for the global creative arts products industries. AFCI strives to deliver innovative high value services as we support our Members who provide products and services to educate, entertain, and inspire creative consumers. Our Members include the manufacturers, retailers, distributors, designers, educators, digital content providers, professional makers and DIYers, and other creative professionals that comprise the \$40 billion+ creative arts industries around the globe.