

By 2021–2027, Demand for theme parties will Surge to Boost the Party Supplies Market at 8.8% CAGR

The demand for party supplies is expected to increase during the forecast period 2021–2027

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According to a new report published by
Allied Market Research, titled, "[Party
Supplies Market](#)" by Product Type,
Application, and Distribution Channel:
Opportunity Analysis and Industry
Forecast, 2021–2027,"



Party Supplies Market

The global party supplies market size was valued at \$12.7 billion in 2019, and is projected to reach \$20.3 billion by 2027, registering a CAGR of 8.8% from 2021 to 2027.

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Growth Industry Trends and Forecasts :-

Increase in awareness among kids has also created demand for cartoon character theme party supplies. Change in fashion & trend, theme parties, increase in awareness, surge in disposable income, innovation & technology, expansive categories of supplies, commercial use of supplies, unique designs, and variants in color & material drive the growth of the global party supplies market. Moreover, theme parties and use of latex & mylar balloons and in events & parties are the leading party supplies market trends now.

Party supplies are materials that are required for a party or event. They include various decorative materials such as balloon, games, pinatas, tableware, banners, and others. The party supplies market is experiencing an exponential growth due to emerging fashion and trends.

There has been a lot of innovation and utilization of party supplies as accessories, wherein the items are designed according to the occasion. The leading brands produce supplies for occasions such as birthday, graduation, anniversary, Christmas, Halloween, and others. In addition, expansion of distribution channels, such as online stores, supermarkets, hypermarkets, specialized store, and others, has made these party supplies become easily available to customers, thereby contributing to the party supplies market growth.

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Key findings of the study

By product type, the tableware/disposables segment accounted for the highest party supplies market share in 2019, growing at a CAGR of 6.4% from 2021 to 2027.

By application, the domestic use segment accounted for the highest market share in 2019, growing at a CAGR of 8.5% from 2021 to 2027.

By distribution channel, the supermarket/hypermarket segment accounted for the highest market share in 2019, growing at a CAGR of 7.6% from 2021 to 2027.

By region, North America occupied maximum share in the party supplies market in 2019 and is expected to dominate the market during the forecast period.

The key players operating in the global party supplies industry include:-

AMERICAN GREETINGS CORPORATION

ARTISANO DESIGNS

CHINET

HALLMARK LICENSING, LLC

MARTHA STEWART LIVING OMNIMEDIA, INC

ORIENTAL TRADING COMPANY

PARTY CITY HOLDCO INC

PIONEER WORLDWIDE

SHUTTERFLY, INC

UNIQUE INDUSTRIES, INC

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FREQUENTLY ASKED QUESTIONS?

Q1. What will be the Party Supplies Market Size From 2021 to 2027?

Q2. What is the CAGR of Party Supplies Market?

Q3. How can I get sample report of Party Supplies Market?

Q4. What is the Party Supplies Market effecting factor?

Q5. What are the segments of Party Supplies Market?

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
 - 1.4.1.Secondary research
 - 1.4.2.Primary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings of the study
- 2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
 - 3.2.1.Top investment pockets
- 3.3.Porter's five forces analysis
- 3.4.COVID-19 impact on the party supplies market
- 3.5.Market dynamics
 - 3.5.1.Drivers
 - 3.5.1.1.Increase in event management and wedding planning business globally
 - 3.5.1.2.Rise in urban population
 - 3.5.1.3.Product innovations
 - 3.5.2.Restraint
 - 3.5.2.1.Impact of non-biodegradable party supplies on environment
 - 3.5.3.Opportunities
 - 3.5.3.1.Rise in consumer demand for eco-friendly products
 - 3.5.3.2.Rapid growth of online retail platforms

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