

# Art Supplies Market to Reach \$20.0 Billion Globally by 2035, at CAGR 4.2% From 2024-2035

*Art supplies market size was valued at \$12.2 billion in 2023, and is projected to reach \$20.0 billion by 2035, growing at a CAGR of 4.2% from 2024 to 2035.*

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UNITED STATES, March 9, 2025

/EINPresswire.com/ -- Allied Market Research published a report, titled, "[Art Supplies Market](#) by Product Type (Painting Supplies, Drawing Supplies, Craft Supplies and Others), End User (Household, Professional Artists,



Art Supplies Market

Institutions, Commercial and Others), Distribution Channel (Online and Offline): Global Opportunity Analysis and Industry Forecast, 2024-2035". The research provides a current evaluation of the global market landscape, highlighting recent trends, key drivers, and the overall market environment. The study examines the main factors influencing industry expansion, analyzing both its growth drivers and restraints.

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*Roshan Deshmukh*

Additionally, it sheds light on factors expected to offer promising opportunities for development of industry in the future.

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There is a growing recognition of art as an effective form of stress relief and self-expression. Art therapy is being increasingly used in clinical settings, as well as in personal routines, contributing to the growing demand for accessible, therapeutic art supplies.

Prime determinants of growth

The growing interest in DIY projects, fueled by social media platforms such as Pinterest and YouTube, has significantly boosted the demand for art supplies. Consumers are increasingly engaging in home crafts, painting, scrapbooking, and other artistic activities, driving sales of materials such as paints, brushes, and paper. Moreover, art therapy has gained widespread recognition for its mental health benefits, which has created a steady demand for art supplies in clinical and recreational settings. As individuals seek ways to reduce stress, manage anxiety, and enhance well-being, art supplies are being used in therapeutic environments such as hospitals, schools, and community centers. Furthermore, with rising consumer awareness of environmental issues, there is a significant opportunity for companies to innovate and provide eco-friendly art supplies.

The art supplies market is segmented into product type, end user, distribution channel, and region. By product type, the market is divided into painting supplies, drawing supplies, craft supplies, and others. By end user, the market is classified into household, professional artists, institutions, commercial, and others. As per distribution channel, the market is bifurcated into online, and offline. By region, the market is analyzed across North America, Europe, Asia-Pacific, LAMEA.

The painting supplies segment held the major share of the market share in 2023.

By product type, the painting supplies segment held the major share of the market share in 2023, accounting for more than two-third of the global art supplies market and is estimated to maintain its leadership status throughout the forecast period. The growing trend of DIY art projects and the popularity of online platforms highlighting artistic endeavors are major contributors. In particular, watercolor, oil, and acrylic paints continue to be essential products for both amateurs and seasoned artists. Educational institutions, art schools, and therapy centers also form key drivers, as painting is commonly integrated into curriculums and used in art therapy.

However, the craft supplies segment is projected to manifest the highest CAGR of 5.1% from 2024 to 2035. Social media platforms such as Pinterest, YouTube, and Instagram have fostered a global crafting community, inspiring a surge in crafting activities such as scrapbooking, knitting, and home décor projects.

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By End User

The professional artists segment held the major share of the market share in 2023.

By end user, the professional artists segment held the major share of the market in 2023, accounting for more than one-fifth of the global art supplies market and is estimated to maintain

its leadership status throughout the forecast period. Professional artists require superior materials for their artwork, whether for painting, drawing, or mixed media. The demand for premium brushes, paints, canvases, and specialty papers remains steady as these materials are critical for creating fine art. In addition, the growing recognition of art as an investment, with many people collecting artworks, increases the value of professional artistry, thereby driving the need for superior supplies.

However, the household users' segment is projected to manifest the highest CAGR of 4.9% from 2024 to 2035. The rise of affordable art supplies has made it easier for households to start engaging in activities such as painting, drawing, and crafting. In addition, the growth of art-based mental health practices, such as art therapy, has contributed to this segment.

### By Distribution Channel

The offline segment held the major share of the market share in 2023.

By distribution channel, the offline segment held the major share of the market in 2023, accounting for more than half of the global art supplies market and is estimated to maintain its leadership status throughout the forecast period. Brick-and-mortar stores provide personalized customer service, enabling shoppers to receive expert advice on the right supplies for their needs. Art supply stores and larger retail chains that stock art materials are experiencing growth, driven by the increasing interest in art as a hobby. In addition, consumers who are new to art or unsure of what supplies to buy often seek in-person guidance from staff. Art stores frequently host workshops, demonstrations, and events, making shopping for art supplies an engaging experience.

However, the online segment is projected to manifest the highest CAGR of 5.2% from 2024 to 2035. The convenience of shopping from home and the broader range of products available online makes it the preferred choice for many consumers. E-commerce giants such as Amazon, as well as specialized art supply websites, offer vast selections and competitive pricing, enabling consumers to access high-quality art materials from around the world.

### By Region

North America held the major share of the market share in 2023.

By region, North America held the highest market share in term of revenue in 2023, accounting for nearly one-fourth of the global art supplies market. The region's established art culture, supported by a long-standing tradition of both professional and amateur artists, plays a major role. The U.S. has a large consumer base, including a thriving community of hobbyists, students, and professionals, all of whom contribute to the demand for art supplies. In addition, North America boasts a well-developed retail infrastructure, with numerous specialty stores, large retailers, and e-commerce platforms that provide easy access to a wide range of art materials.

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The major players operating in the art supplies market include Crayola LLC, Faber-Castell, Winsor & Newton, Pentel Co., Ltd., Prismacolor, Liquitex, Da Vinci Brushes, Sakura Color Products Corporation, Koh-I-Noor Hardtmuth, and Canson Inc.

The report analyzes these key players in the global art supplies market. These players have adopted various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in determining the business performance, operating segments, developments, and product portfolios of every market player.

Key Benefits For Stakeholders:

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the art supplies market analysis from 2024 to 2035 to identify the prevailing art supplies market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the art supplies market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global art supplies market trends, key players, market segments, application areas, and market growth strategies.

Frequently Asked Questions:

1. What are the most popular art supplies in 2025?
2. Where can I buy high-quality art supplies online?
3. Are there affordable alternatives to premium brands?
4. What are the latest innovations in art supplies?
5. What is driving the growth of the art supplies market in 2025?
6. Which art supplies are in high demand?
7. What are the key trends in the art supplies market?
8. What regions are experiencing the most significant market growth?

9. What challenges does the art supplies market face in 2025?
10. What is the total market value of the art supplies market report?
11. Which are the top companies to hold the market share in the art supplies market?

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