



Greeting Cards – Facts and Info to Know

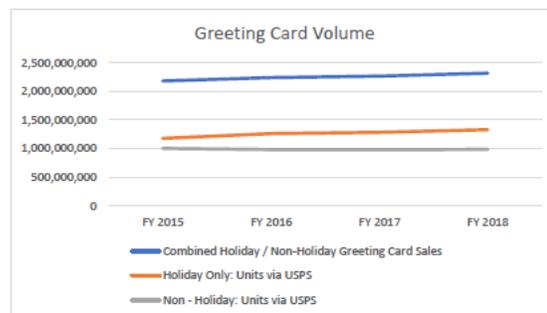
The basics...

- Americans purchase approximately 6.5 billion greeting cards each year. Annual retail sales of greeting cards are estimated between \$7 and \$8 billion.
- Nine out of every ten households buy greeting cards each year.
- USPS reported that greeting card mail volume has increased last year, for the fourth year in a row (USPS Household Diary Study).

Total Greeting Cards in the Mail*

Source: US Postal Service

	FY 2015	FY 2016	FY 2017	FY 2018
Combined Holiday / Non-Holiday Greeting Card Sales	2,185,000,000	2,244,000,000	2,269,000,000	2,321,000,000
Holiday Only: Units via USPS	1,180,000,000	1,262,000,000	1,288,000,000	1,332,000,000
Non - Holiday: Units via USPS	1,005,000,000	982,000,000	981,000,000	989,000,000



*Numbers reflect cards delivered by the USPS. Industry research indicates that roughly 50% of greeting cards purchased are delivered to the final recipient via mail, a percentage that has been decreasing in recent years as Millennials purchase an increasing share of cards. Other cards are hand-delivered, enclosed in packages, shipped with other carriers, etc.

- Sales of holiday-based cards have increased. 75% of consumers who send holiday cards say they do so because they know how good it feels when they receive a holiday greeting.
- Birthday cards are still the best-selling card type, accounting for more than half of the total cards sold. About two-thirds of birthday cards are mailed.
- Greeting card prices can vary from 50 cents to more than \$10 – with a price point for every consumer and sending occasion. The vast majority are between \$2 and \$5. Cards featuring intricate designs, special techniques, and new technologies and innovations – such as the inclusion of sound chips and LED lights – as well as handmade cards, are at the top of the price scale, and represent the fastest growing segment of the market.
- Women purchase more than 80% of all greeting cards. Women also spend more time choosing a card than men and are more likely to buy several cards at once.
- Purchasing a house, getting married, and having children remain key life-stage milestones that drive card-buying habits. As Millennials enter these stages of life, they are purchasing greeting cards at a high rate than Gen-Xers did, and also buying higher priced cards.

- While Baby Boomers continue to buy the most greeting card units, Millennials have spent the most money on greeting cards since 2015, outspending Boomers.
- Most cards card buyers are between 35 and 60, which is the age range when consumers know the most people, older and younger, AND are in life stages that include buying homes, getting married and having kids.
- Driving individual purchasing decisions are five key factors: the right message and tone; pleasing art and design; relationship relevance; appropriate subject matter; perceived value for the money.

The bestsellers...

- The most popular Everyday card-sending occasion by far is Birthday, followed by Sympathy, Thank You, Wedding, Thinking of You, Get Well, New Baby and Congratulations.
- The most popular Seasonal cards are Christmas cards, with some 1.3 billion units purchased (including boxed cards). This is followed by cards for Valentine’s Day (145 million units, not including classroom valentines), Mother’s Day (113 million units), Father’s Day (72 million units), Graduation (59 million units), Easter (40 million units), Halloween (20 million units), Thanksgiving (16 million units) and St. Patrick's Day (7 million units).

Seasonal Occasions	Units (millions)
Christmas	1,300
Valentine's Day	145
Mother's Day	113
Father's Day	72
Graduation	59
Easter	40
Halloween	20
Thanksgiving	16
St Patrick's Day	7



- Galantine’s Day, often celebrated on February 13, has increased in popularity for the last several years as women are celebrating their female friends the day before Valentine’s Day aka...Galantine’s Day!
- 85% of adult men and women celebrate Mother’s Day. Mother’s Day is also the largest card-sending holiday for the Hispanic community.

Applying fresh ideas to a classic product...

- Popular trends in greeting cards include lettering and type designs; watercolor; 3-D effects; new and innovative shapes, textures, and ornamentation; digital technologies; and more traditional artwork techniques.
- Hundreds of new card companies are launched each year, with Millennial “Makers” forming most new card companies.
- The number of card lines continues to increase to meet the needs of the selective consumer, as they look for the perfect card that appears to have been produced just for them or their loved ones!

The case for cards, in the face of technology...

- 8 out of 10 people agree that greeting cards cannot be replaced by social media. Most people now acknowledge many more birthdays than ever before because of social media, but they aren't necessarily sending fewer cards as a result. Those relationships that are "card worthy" continue to generate card-sending.
- E-cards and M-cards (via mobile) count for only a very small percentage of overall greeting card sales, and consumers prefer a card over a text with the same message.
- In addition to utilizing retail and wholesale channels, nearly all established card companies also sell their product online. Younger card buyers and those who are technology savvy are currently the ones most engaged in buying paper greeting cards online.

A loyal and evolving customer base...

- Millennials now spend more dollars on greeting cards in the US on an annual basis than Baby Boomers, averaging \$6 per card, although Baby Boomers still purchase more units. The dollars spent and units purchased by Millennials has been growing steadily for years, as that age group enters the kin-keeping phase of their lives—purchasing a house, getting married, and having children.
- Seven out of 10 card buyers surveyed consider greeting cards "absolutely" or "almost" essential to them. Eight out of 10 of these buyers expect their purchases to remain the same going forward, while also using social media. Of the balance, twice as many card buyers say they will "increase" their purchasing as say they will "decrease" their purchasing in the coming year.
- The tradition of giving greeting cards as a meaningful expression of personal affection for another person is still being deeply ingrained in today's youth, and this tradition will likely continue as they become adults and become responsible for managing their own important relationships. For example, more than 2 million marriages occur in the United States each year, and two-thirds of wedding cards are hand delivered by family and friends.
- People send and receive cards for a variety of special occasions. But according to research, getting a card "just because" is more meaningful because an unexpected card carries an additional element of surprise and delight.
- In a time where so much information is fleeting, cards allow people to connect in an authentic, meaningful, and lasting way. They offer a more impactful and meaningful touchpoint in relationships.
- Greeting cards are available for purchase in more than just stationery and card shops; from the extensive greeting card selections in grocery stores and drug stores, to unique offerings at pet stores, women's accessory shops, bookstores, catalogs, and online, retailers are evolving to offer greeting cards that meet the needs and tastes of their specific customers.
- 65% of consumers agree that receiving cards and letters in the mail lifts their spirits, and 61% agree that receiving cards and letters in the mail is extra special during this time of social distancing.
- 60% say that receiving cards and letters in the mail "means more to me" than an email.

SOURCE: Greeting Card Association; September 14, 2020

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