

Trends of the Art Materials World Presentation

On 18th July, we had a presentation about the Trends of the Art Material World by Jatin Kuckreja, Head of Category & Consumer Insights and Amelia Macdonald, Head of Retail Experience.

During the streamed presentation, they talked about the following:

- The size of the North American Art Materials Market and how it is performing
- Is consumer spending increasing or decreasing across the art materials sector? What are the drivers for this trend?
- How much does an average artist spend on art materials per annum? What products/categories attract the highest spend?
- How frequently do artists purchase art materials? Does this differ by country and/or by consumer type?
- What proportion of artists are brand loyal? Does this differ by region and/or consumer type?
- What's the share of online vs in store spend for our sector? What are the key consumer behaviours responsible for these choices?
- What are the most used digital platforms by artists helping them decide on their purchasing, inspiration and content selection?
- What are the most common issues with art materials reported by artists?
- Which global macro trends are also filtering into our industry and affecting consumer behaviour?

You can find the presentation they shared on the day [by clicking here](#).

You can also watch the video of the presentation [here](#).