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About Greeting Cards - General Facts

- Americans purchase 7 billion greeting cards every year. Annual retail sales of greeting cards are estimated at more than \$7.5 billion.
- The average person receives more than 20 greeting cards in a year, about one-third of which are birthday cards.
- The exchange of greeting cards is one of the most popular and widely accepted customs in the United States. There are card exchanges for every occasion or relationship.
- Nine out of 10 U.S. households buy greeting cards, with the average household purchasing 30 individual cards in a year.
- Women purchase an estimated 80% of all greeting cards. Women spend more time choosing a card than men, and are more likely to buy multiple cards at once and to pay attention to the price. Men generally focus on buying one card for a specific occasion, and are unlikely to be influenced by price as a key purchasing factor.
- Greeting card prices can vary from 50 cents to \$10. The cost of a typical counter card, however, is between \$2 and \$4. Card designs, intricate designs and new technologies are at the top of the price scale.
- There are more than 3,000 greeting card publishers in the United States, ranging from individual studios and small family-run businesses to large corporations.
- There are two categories of greeting cards – Seasonal and Everyday.
- Total card sales are split approximately 50-50 between the Seasonal and Everyday categories.
- The most popular Everyday cards are birthday cards, which account for more than half of all Everyday card sales, followed by sympathy, and friendship/encouragement cards.
- The most popular Seasonal cards are Christmas and holiday cards, which account for more than 60% of all Seasonal card sales. Other popular seasonal cards include Valentine's Day, Mother's Day, Father's Day and Graduation cards.
- Electronic greeting cards (e-cards) are popular with Americans of all ages because they are casual, fun and spontaneous. Over 500 million e-cards are sent each year.
- More than 2 billion boxed and individual Christmas cards were sold in the U.S. last year.
- The card publishers belonging to the Greeting Card Association account for nearly 95 percent of U.S. industry sales.
- Greeting cards can be purchased almost anywhere. Approximately 100,000 retail outlets around the country sell greeting cards.

- Giving a greeting card creates a lasting impression and emotional bond between sender and receiver. In a national survey of the National Greeting Card Association, nearly one-third of respondents said they keep the special cards they receive "forever."
- E-cards often supplement traditional card sending, and are frequently sent as a spur-of-the-moment gesture or for an occasion instead of a traditional card. Because consumers rarely send e-cards in place of a traditional card, the availability of e-cards has expanded.

* All statistics exclude e-cards unless otherwise noted.

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