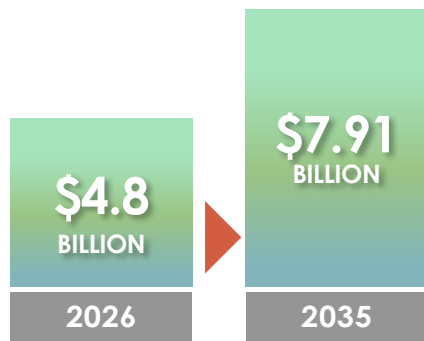


Fabric & Quilting Market DATA & STATISTICS

At this time each year, we typically report on the results from the Quilters Survey by Handi Quilter. They have reported that they did not conduct a survey this year. Here are some insights from several market research companies specifically in the sewing and quilting sector.

MARKET SIZE & FORECAST



This expansion reflects sustained consumer interest in hand-made textile projects. The forecasted trajectory suggests steady demand across both hobbyist and professional quilting segments, with distribution channels adapting to evolving purchasing behaviors without disrupting overall market momentum.

DEMAND

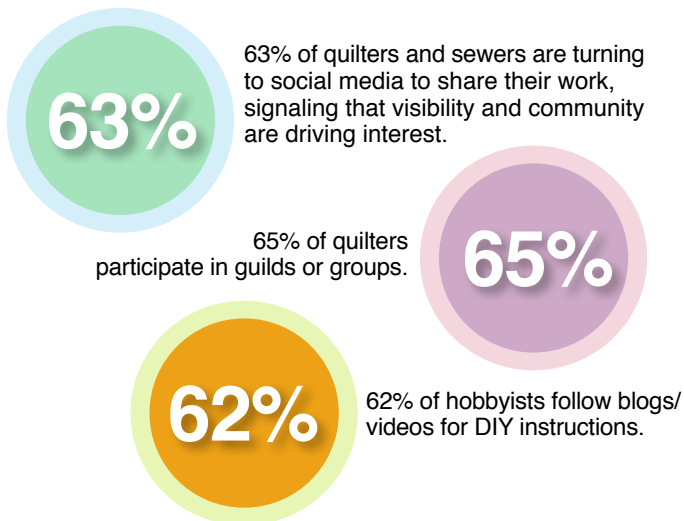
Increased consumer participation in:

QUILTING
FORUMS

SOCIAL
MEDIA
GROUPS

WORK-
SHOPS

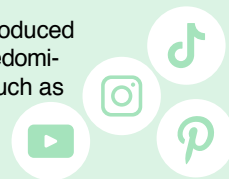
These platforms educate and motivate new consumers, driving interest, demand, and revenue.



Sources: futuremarketreport.com, markwideresearch.com, lucintel.com, wifitalents.com

NOTABLE TRENDS

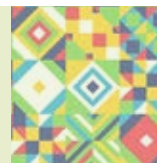
1 Younger sewers are being introduced to sewing and textile crafts predominantly through social media such as TikTok, Instagram, YouTube, and Pinterest.



2 The sewing trend with younger consumers is sustainable fashion, upcycling thrifted garments, visible mending and alterations, hand-crafted items, and DIY apparel.



3 Retailers with a social media presence have expanded exposure to quilting, motivating more people to start quilting as a hobby.



4 Sustainability is increasingly important. There is a rising popularity of organic and natural fabrics due to increased consumer awareness of environmental and health concerns. Sewists are actively seeking fabrics that are free from harmful chemicals and pesticides.

5 Trends that affected the industry as a result of the closure of all JOANN stores in 2025:

- Increased online fabric purchasing.
- Growth opportunities for independent fabric retailers.
- Expansion of fabric offerings at competitors.
- Increased competition among local stores.

OPPORTUNITIES

Grow your customer base by creating and expanding your offerings to include:

- Broader class offerings in-store and online that include garment sewing, beginner sewing that teaches alterations and visible mending, and handcrafted projects.
- Social media promotion and engagement on Instagram, Pinterest and TikTok (for example: teasers on how-tos that link to a class offering, show off finished project examples, or process videos enticing viewers to sign up for a class, buy fabric, a new tool, etc.)
- Themed groups on social media where participants can share their enthusiasm and their work, driving interest and new sales.
- Online tutorials either sold as a product or used as promotional material.