



Who is the Quilter?

- Retired female in her 60s.
- \$75K+ household income.
- Comfortable with technology.
- Average of 10 years of quilt making.
- Spends more than 6 hours a week dedicated to projects.
- Starts 11 projects, but finishes 9 in a year (mostly smaller projects, like lap size, in a traditional style).

Today's Quilting Trends

A Summary of the Quilter's Survey 2025

Data from the Quilter's Survey was collected in February 2025. Over 1.8 million quilters were invited to participate via email through five leading brands, with over 30,000 responses and nearly 100 million data points. 97% of responses are from North America (US & Canada) and 3% from other countries.



Three factors that drive shoppers:

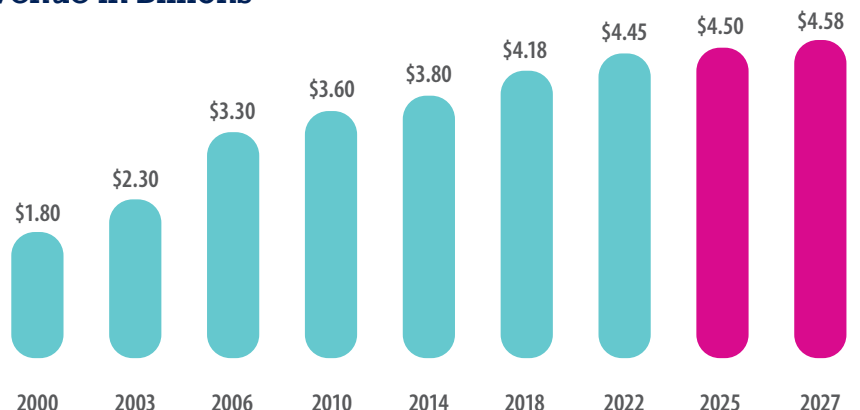
- 1 Fabric assortment & availability
- 2 Convenience (in-store or online)
- 3 Consistent/Reliable (Quality)

Current Trends:

- * While price is important in a purchase decision, availability and quality are ranked higher in importance to a quilter.
- * "How to" and project-based learning is driving search traffic.
- * Majority of quilters (77%) are spending the same or more time and dollars than in previous years.
- * Availability and convenience continue to rank as key drivers of where purchases are made.
- * Utilizes digital/social media daily for connecting, but prefers hands-on/in-person.

Looking Forward:

Quilt Industry Estimated Annual Revenue in Billions



The quilting demographic remains passionate, stable and mature.

- * The overall quilt market has experienced a softening, with growth rates at or below GDP.
- * No significant shift in age profile since 2017, confirming that quilting continues to be dominated by older, experienced users.
- * The 2020 pandemic had a lasting, though tapering, effect on new customer acquisition.
- * There are 9–11 million active consumers, which has been a consistent number for the past 10 years.
- * New quilters continue to enter the market, with 18% of respondents suggesting they are new to quilting.
- * Independent interest continues to be the main driver for new quilters entering the market.
- * Quilters are looking for FREE video content as a primary source for their continuing inspiration, education, and motivation.
- * Online or in person, the overall customer engagement activities, training and education, will be key factors for all retailers and brands.



Key Findings:



Digital learning and inspiration continue to expand, driven through YouTube and other digital media.



Consumer experience before, during, and after the purchase remains a critical variable of the purchase decision.



Preference remains to purchase locally or through an independent quilt shop/ sewing machine center.

- * Consumers primarily purchase from local quilt shops, with 64% of supply purchases and over 50% of fabric/thread shopping done in-person.
- * Online purchases are declining post-pandemic, reflecting a return to tactile experiences.
- * E-commerce continues to be utilized for shopping, but local shopping experiences are preferred.
- * Digital experiences continue to increase consumer engagement activities.
- * Cost, quality, and availability are concerns for quilters.
- * Local support and education are important to where quilters choose to shop.
- * Increasing costs, driven by inflation, are impacting the size and number of projects completed as quilters suggest they are using more of their stash vs. acquiring new/more fabric.

Note: This survey was conducted in February 2025, prior to the tariff announcements in the United States.

At h+h americas 2025, Mark Hyland, CEO of HandiQuilter, presented a summary of the results of the 2025 Quilter's Survey. Major funding for the survey was provided by Handi Quilter. Survey and photos courtesy of Handi Quilter.