



Greeting Card Association

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FACT SHEET ABOUT GREETING CARDS

A single greeting card has the power to touch more people in more ways than any other form of communication. Greeting cards are an integral part of our lives, marking important milestones and affirming special relationships.

In the United States, the exchange of greeting cards is one of the most widely accepted and popular customs. Cards for virtually any occasion or relationship can be found in more than 100,000 retail outlets around the country.

Approximately 7 billion greeting cards* are purchased annually by U.S. consumers, generating an estimated \$7.5 billion in retail sales. Other facts and figures of interest:

- Nine out of 10 American households purchase greeting cards.
- Greeting cards are divided into two broad categories – Seasonal Cards and Everyday cards. Total card sales are split approximately 50-50 between these two categories.
- The most popular Seasonal cards are Christmas cards, followed by Valentine's Day, Mother's Day, Easter and Father's Day cards. Approximately 2 billion boxed and individual Christmas cards are sold in the U.S. each year.
- The most popular Everyday Cards are birthday cards, which account for more than half of all Everyday card sales. Birthday cards are followed in popularity by Anniversary, Get Well, Friendship and Sympathy cards.
- There are an estimated 3,000 greeting card publishers in the U.S., ranging in size from mom-and-pop enterprises to major corporations.
- Approximately one in five adults who give greeting cards say they give cards to provide a tangible keepsake. Approximately one-third of adults who receive greeting cards say they hold onto special cards "forever."
- The average U.S. household purchases 30 greeting cards a year; the average person receives 20 cards each year.
- Greeting cards generally range in price from 50¢ to \$10. A typical counter card sells for \$2 - 4.
- Electronic greeting cards (E-cards) are popular because of their fun and instantaneous nature. An estimated 500 million E-cards are sent each year worldwide.
- E-cards often supplement traditional card sending, and are frequently sent to make quick casual contact, or for an occasion that seems too informal for a traditional card. Consumers rarely send an E-greeting to replace a traditional card.

**All figures exclude E-greetings unless otherwise noted.*