Fiber Arts Market 2026

What's the story?

WHO WE ARE

long thread MEDIA

HANDWOVEN

Spin Off

PIECEWORK

EASY WEAVING WITH littlelooms

Farm & Fiber Knits

weave together with HANDWOVEN

Spin Off Autumn Retreat SOAR

the long thread PODCAST

Farm & Fiber Knits Retreat

BAND CAMP FOR WEAVERS

Reaching a million fiber arts consumers every month — right in the middle of this market.

Yarn crafts are projected to grow worldwide over the next decade.

6–8%

annual growth in yarn craft worldwide (next 5–10 years)

~25%

of that growth in the United States

9%+

annual projected growth in natural fiber

Forecasters say a key reason is interest in wellness and self-care

Sources listed at the end

Our Crafts: who uses fiber, and what do they want?









Knitters: (largest wool users) Largely natural fibers (especially at experienced/committed level)
Crocheters: Mainly synthetic or cotton
Spinners: natural fiber, raw fleece/batts/roving
Punch needle: (small) wool
Lace/embroidery/traditional needlework: cotton, fine wool
Small loom weaving: yarn and roving
Weaving: Mainly cotton, some wool; prefer cone put-up

Age is just a number—what does it mean?

*The average yarn crafter is about 60—that number isn't rising.**

*Berroco Yarn Consumer Survey 2024, n=7,000+

The Meta Split

Ravelry

TikTok

People don't want to buy something.

They want to buy into something.



Freak Flag Sashes by DiminishedCoping, Rhinebeck



ParadiseCityKnitters wearing Crab Dip at Maryland

CASE STUDY: FARM & FIBER KNITS RETREATS













Sheep to sweater experience: retreat started with shearing and visited 2 mills. First one sold out in 24 hours (1 week for next 2). Very strong interest for authenticity, connection with fiber sources

The Rhinebeck Sweater







RHINEBECK SWEATERS FOR GOOD
LOCAL
HUDSON VALLEY TEXTILE PROJECT

Community around knit-alongs/connection with other knitters and designers. Successful knit-alongs often bring the mill and fiber source into the story.

Beyond basic base



Small yarn company created local/regional yarn in partnership with mill—talks about mill collaboration in marketing and description

Fiber arts are the antidote to AI.

Don’t let your consumer-facing assets have even a whiff of AI.

Consumers want: Natural. Tangible. Sustainable. Made by human hands. Real. Crafters turn to fiber arts to move away from AI.

Consumers (not just crafters) perceive AI products as lower quality.

Craft social media is full of no-AI pledges, AI-user blacklists, and “is it or isn’t it” scrutiny—you don’t need that.

I can’t wait to see what you make.

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SOURCES & FURTHER READING

Berroco Yarn Consumer Survey 2024

n=7,000+ respondents. Primary source for North American crafter demographics and preferences.

craftindustryalliance.org/the-size-of-the-yarn-market-yarn-consumer-survey-results-2024/

Local Crafts Yarn Industry Consumer Survey 2026

n=3,000+ respondents. Most current US-focused yarn market data.

craftindustryalliance.org/yarn-industry-consumer-survey-results-2026/

Knitting and Crochet Market Analysis, Size, and Forecast 2026–2030

Global market sizing and projections. Technavio.

technavio.com/report/knitting-and-crochet-market-industry-analysis

Knitting Yarn Market

Global knitting yarn market analysis and natural fiber projections. DataIntelo.

dataintelo.com/report/global-knitting-yarn-market