

# Craft Sector Impact:

STATISTICS FOR  
THE SECTOR



Canadian Crafts  
Federation

Fédération canadienne  
des métiers d'art

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## STATISTICS FOR THE SECTOR

### Craft is big business in Canada.

In 2016, the craft sector accounted for **2.2 billion** of the culture GDP<sup>1</sup>.

In 2016, the craft sector reached over **\$250 million** in tourism spending, while Visual and Applied Arts reached **over \$400 million**<sup>2</sup>.

### CCF/FCMA Member Survey

A thorough survey and follow up reporting was conducted by the CCF/FCMA in late 2019 and early 2020, gathering statistics from **10 Provincial and 2 Territorial Craft Councils**. The final calculations were reviewed, vetted, and confirmed by the Executive Directors of each organization surveyed. The key learnings from the surveys are as follows:

- In 2019 the Provincial and Territorial Craft Councils sold **\$14,024,577** in Canadian craft through their galleries, shops and festivals alone. **\$12,471,937** of this went DIRECTLY to the artists.
- A significant amount (**76%**) of these sales were made through Craft Council organized festivals and markets.
- These retail figures include reports from 2 territorial craft councils and 10 provincial craft councils: imagine how many more galleries, shops, tourism outlets, festivals, markets, and online sales of craft happen outside of these numbers.

The Craft Councils surveyed included:

Yukon Art Society, Craft Council of British Columbia, Alberta Craft Council, Saskatchewan Craft Council, Manitoba Craft Council, Craft Ontario, Nunavut Arts & Crafts Association, Conseil des métiers d'art du Québec, Craft NB, PEI Crafts Council, Craft Nova Scotia, Craft Council of Newfoundland & Labrador

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### COVID 19 Impact

In April 2020, Craft Alliance Atlantic reported an **expected loss of over \$56 million** for craft producers and retailers in Atlantic Canada, including an average **loss of just under \$58,000** for producers/maker businesses<sup>4</sup>. This is a massive impact on just one portion of the craft industry in one region across Canada.

Statistical data on the impact of the pandemic is ongoing. We expect significant impacts to the craft sector, which are already beginning to appear. More time and research is required to measure the full extent of the repercussions to the craft economy.

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<sup>1</sup> Canadian Heritage, Cultural Satellite Account, 2019.

<https://www.canada.ca/content/dam/pch/images/corporate/publications/general-publications/culture-satellite-account/Culture-GDP-Jobs-Detailed-2016-en.jpg>

<sup>2</sup> Statistics Canada, Tourism Spending on Culture and Sports Products, 2019.

<https://www150.statcan.gc.ca/n1/daily-quotidien/180601/t001a-eng.htm>

<sup>3</sup> Canadian Crafts Federation / Fédération canadienne des métiers d'art, Membership Survey of the Provincial and Territorial Craft Councils, April 2020.

<sup>4</sup> Craft Alliance, Covid-19 Economic Impact, 2020.

[https://craftalliance.ca/wp-content/uploads/2020/04/Covid-19\\_EconomicImpact2020\\_FactSheet-1.pdf](https://craftalliance.ca/wp-content/uploads/2020/04/Covid-19_EconomicImpact2020_FactSheet-1.pdf)

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