

Enksy study shows COVID-19 restrictions fuel demand for paper cards

A study by online marketplace Enksy shows there is higher intent in sending paper holiday cards due to COVID-19 restrictions.



Los Angeles, Nov 18, 2020 ([Issuewire.com](https://www.issuewire.com)) - Online global marketplace Enksy, a platform where people can customize and print cards, found that there is higher intent among adult Americans to send paper holiday cards due to coronavirus (COVID-19) restrictions.

In a study conducted on November 9-12, Enksy found that 79% of Americans will reduce their visits to loved ones this holiday season. 15% of respondents said they will go as far as avoiding visits to vulnerable loved ones altogether, while 24% said they will avoid all visits, staying in self-imposed

lockdown.

The pandemic is seen to give an unexpected boost to the \$7 billion greeting card industry, with 39% of respondents saying they would send holiday cards to loved ones this holiday season.

This percentage increases to 46% for those that will avoid physical visits. Other chosen objects to send to loved ones this holiday season are a family photo (18%), flowers (11%), and chocolates (10%).

‘A welcome development’

It’s a welcome development for the greeting card industry which has been on the decline in the past years. Based on a report from the U.S. Post Office, Americans sent about half as many greeting cards in the mail compared with 10 years earlier, thanks to digital alternatives like social media and email.

The survey, however, found that the \$7 billion industry expects a boom heading into the pandemic holiday season as individuals socially distanced from their families look for more “physical ways” to connect.

Millennials, according to the study, seem to prefer giving physical cards as a means of bolstering social connection, especially cards that they can further personalize online before printing. In the mix of paper vs. electronic cards, 85% of respondents expressed a preference for sending paper cards. Only 16% would solely send an electronic card. On the total, there were 18% that would combine both an electronic and a paper holiday card.

When asked about the level of customization, out of those that would be sending a paper card, 67% preferred a means of personalization, adding a personal note.

The survey was conducted among 500 respondents with the objective of identifying the impact of COVID-19 on family relationships.

ABOUT ENKSY

Enksy is a US-based global marketplace where people can purchase prints from illustrators. From a base illustration, customers can personalize the card by editing text and adding photographs either on the cover or on the backside of the card. The purchase of prints supports creators as they earn royalties when their art is printed.



Media Contact

Enksy

community@enksy.com

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