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Online Presentation: Study Unveiling the Potential of the Craft Sector

As part of its ongoing efforts to support the craft sector, the European Crafts Alliance presents an online session, on March 12, exploring production and business opportunities for craftspeople. Based on insights from a recent survey, this session will highlight over 100 practical opportunities to help craft businesses grow.

Date: March 12, 2025 (11:00 CET)

Organizer: [European Crafts Alliance](#)

Register [here](#).

The craft sector is experiencing one of the most exciting and fascinating moments in recent decades. While it faces challenges and uncertainties, there are also amazing opportunities, ranging from changing consumer trends to innovations in materials and technologies that offer new ways to grow. How can craftspeople and craft businesses navigate this landscape and make the most of the current opportunities.

[European Crafts Alliance \(ECA, ex-WCCE\)](#) invites participants to take part in an online presentation and roundtable discussion on the results of the survey Unveiling the Potential of the Craft Sector: A Study on Production and Business Opportunities. The survey identifies more than 100 possible practical opportunities for craftspeople and entrepreneurs to strengthen their

businesses and provides valuable insights for the entire European craft sector.

Additionally, it includes a practical Craft Business Toolkit that offers guidance on:

- Pricing strategies and market positioning
- Branding and storytelling techniques to build customer trust
- Tips for digital marketing and expanding your online presence
- Strategies for forming cross-sector partnerships and increasing sales channels

The results will be presented by Rosa Muñoz, researcher, brand and trends consultant at OHAYŌ, who conducted the study.

The full results of the study, as well as the Craft Business Toolkit, will be freely available to download after the event.

The event is free of charge and open to everyone!

Register [here](#)

photo: Escalera. Per Brandstedt