

# Analysis of the Current Market Situation of China's Arts and Crafts Industry

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## ABSTRACT

The arts and crafts industry has always been one of China's traditional industries, enjoying considerable competitive advantages in the market. These uniquely crafted artworks have demonstrated immense market demand and boundless potential on both the international and domestic trade stages, indicating a continuous surge in market demand and a highly promising future. With the continuous advancement of technology, the technological content of the arts and crafts industry is increasing, and increased investment in research and development has become a new trend in industry development, posing higher requirements for enterprises: they must not only possess profound expertise in core technologies but also have substantial financial strength to support innovation and development. Furthermore, the fiercely competitive international market necessitates greater investments in market expansion and brand building for enterprises to remain invincible amidst the intense competition. As the "Belt and Road" Initiative celebrates its tenth anniversary, riding on the tide of the times, we aim to revitalize China's arts and crafts industry and stimulate the cultural vitality of the arts and crafts manufacturing sector. Amidst numerous challenges in the trade process, this project aims to analyze the current market situation of the arts and crafts industry, examine the impact of the "Belt and Road" Initiative on the arts and crafts industry, better adjust enterprise strategies, accomplish brand building and market expansion, and enhance competitiveness in the market.

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**KEYWORDS:** Arts and Crafts, Trade, Analysis of Current Market Situation

## INTRODUCTION

### A. PROJECT CONTEXT

Handicraft refers to the industrial era, through manual or machine processing raw materials or semi-finished products into a certain artistic properties and use of the commodity. They not only meet People's Daily life needs, but also have decorative and appreciation value. Crafts originated from life, but created higher than the value of life, is the crystallization of human wisdom and modern industrial technology.

Chinese handicraft industry has made great progress in the past decades, but it is faced with a series of problems. According to the National Economic Industry Classification Standard (GB/T 4754-2017) jointly issued by the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China and the Standardization Administration of China, The structure of handicrafts mainly includes six categories: sculpture handicrafts, metal handicrafts, lacquer handicrafts, flower painting

handicrafts, natural plant fiber preparation handicrafts and drawing embroidery handicrafts. However, despite the rich variety of Chinese handicrafts, there are problems of unreasonable structure and low added value, some products lack national characteristics and brand connotation, resulting in insufficient export competitiveness, and can only maintain market share through low sales. The demand of the handicraft market is growing steadily, the market scale is expanding continuously, and the competition pattern is becoming increasingly fierce. In the future, the arts and crafts industry should continue to strengthen innovation, improve product quality and cultural connotation, in order to meet the growing needs of consumers. Therefore, in order to promote the stable development of Chinese handicraft trade, it is necessary to deeply analyze the regularity of trade and put forward corresponding solutions. At present, the Chinese arts and crafts industry is mainly export-

oriented, but there is also potential in the domestic market, especially in the expansion of e-commerce. Therefore, it is expected to promote the transformation and upgrading of the handicraft industry and achieve sustainable development of the industry by improving the level of product design, enhancing national characteristics and brand connotation. By collecting relevant data from 1996 to 2021 and applying statistical analysis methods, this report provides an in-depth understanding of the trends and rules of the arts and crafts trade, and provides a basis for formulating effective policies and strategies.

The "Belt and Road" initiative has achieved rich results in the past ten years, which has had an important impact on our crafts trade and the development of the industry. This report analyzes the impact of the Belt and Road Initiative on the arts and crafts industry through data visualization.

## B. APPLICATION INDUSTRY

This report is suitable for handicraft industry, cultural and creative industry, tourism souvenir industry, etc. These industries are closely related to the arts and crafts market, and the analysis, trend forecasts and strategic recommendations in this report can provide valuable reference and guidance for these industries.[1]

## C. ALGORITHM ADVANTAGE

This report mainly analyzes the current situation of the handicraft market through the method of data visualization, and displays the data through intuitive graphics and images, making complex data easy to understand and helping people grasp the meaning behind the data faster. It allows people to quickly identify key information and trends in the data, thereby making faster decisions and improving work efficiency. Visual information is more easily remembered by the brain, so after visualizing data, people are able to remember it more easily. This enables deeper analysis of the data to uncover hidden patterns and trends.

## SOLUTION

### A. SCHEME DESIGN

Collect data and use charts and other data visualization forms to draw statistical charts and analyze the six aspects of the number of units, total assets, value of finished products, operating profit,

### E. INTERPRETATION OF RESULE

➤ The number of various handicraft enterprises

This report collected from the National Bureau of Statistics the number of industrial enterprises above the scale of six categories of crafts from 1996 to 2021, among which the data from 2004-2005 and 2017-2018 were missing, the specific data are shown in Table 1.

total profit and average number of employees of industrial enterprises above the scale of arts and crafts industry.

## B. SCHEME FUNCTION

This study can make clear the future development trend of handicraft enterprises to achieve high-quality development of enterprises. In order to improve production efficiency, reduce costs, optimize processes and other aspects, to provide clear goal orientation, and through a series of corresponding measures and strategies to achieve. And this scheme has high efficiency, can efficiently and quickly provide data support for the promotion of arts and crafts enterprises. It is also extensible, and the application code can be adapted to the presentation of other metrics. The programme should also have data analysis and feedback capabilities. Through real-time data acquisition and processing, the scheme can provide accurate feedback and results, and help users to understand the progress and effect of the task in time, so as to make corresponding adjustments and decisions.

## C. KEY TECHNOLOGY

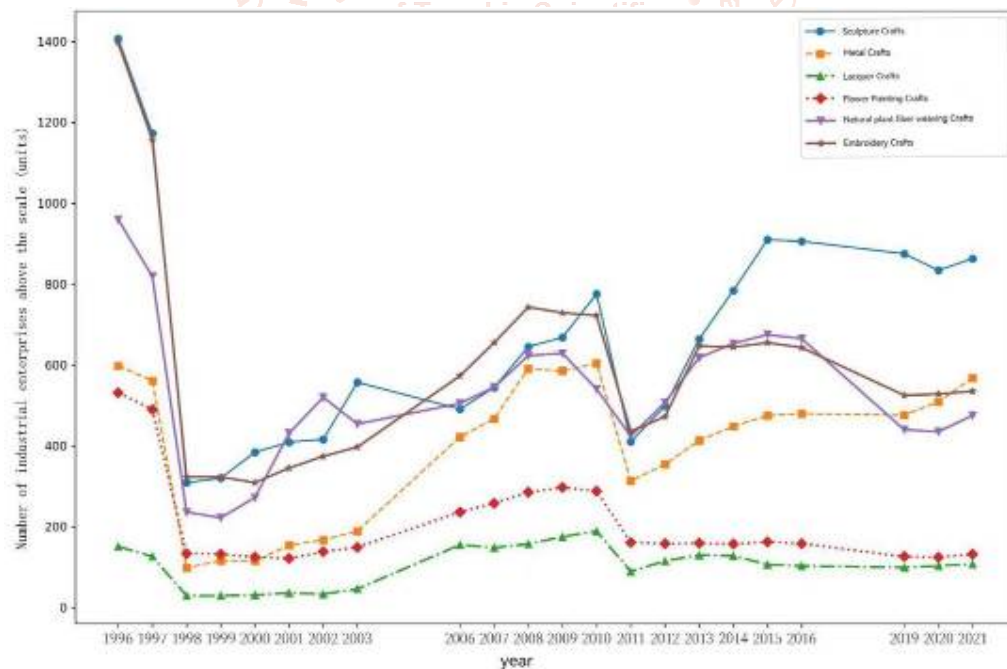
Data collection, data visualization, the main tool for Python matplotlib library.

## D. ALGORITHM IMPLEMENTATION PROCESS

- First, it clarifies the specific goals of data visualization, understands the market trends, analyzes the needs of targets, what types of data to support visualization, and determines the methods and sources of data acquisition.
- Find data and ensure data authenticity, reliability, privacy and compliance issues during collection to ensure data accuracy and validity.
- Delete invalid and redundant data, deal with missing values, correct incorrect data, and organize data into a format suitable for visualization.
- Use line charts for mapping to clearly and aesthetically display data features and trends.
- Analyze the visualized results, analyze the rules and trends of the data, and extract valuable information and insights. Then it will be applied to the actual time series prediction, and get the development direction of the enterprise.

**Table 1 Number of industrial enterprises above designated size in six categories of handicrafts from 1991 to 2021 (unit: unit)**

Year	Sculpture handicraft	Metal handicraft	Lacquer craftwork	Flower painting handicraft	Natural plant fiber woven crafts	Drawing embroidery crafts
1996	1407	598	151	531	960	1397
1997	1173	561	126	490	819	1157
1998	309	98	29	133	236	323
1999	320	116	29	132	222	323
2000	384	115	31	125	272	309
2001	409	154	36	121	431	345
2002	416	167	33	138	520	374
2003	557	189	46	149	454	397
2006	491	422	155	236	505	573
2007	544	467	148	258	545	655
2008	645	591	157	285	623	743
2009	668	585	175	297	629	729
2010	776	604	189	288	540	722
2011	410	313	89	161	424	436
2012	498	354	115	158	507	472
2013	664	413	130	159	618	647
2014	784	448	128	157	653	644
2015	910	475	106	162	675	655
2016	906	480	103	158	665	643
2019	875	476	99	126	440	525
2020	834	509	103	124	435	528
2021	863	568	107	132	475	535

**Figure 1 Trend chart of the number of units of six types of industrial enterprises above designated size over time from 1991 to 2021**

As can be seen from Figure 1, the number of handicraft enterprises declined from 1996 to 1998, and began to increase from 1999 to 2009. This change may be related to the rapid growth of China's economy, the improvement of the international trade environment and the improvement of the competitiveness of handicrafts in the international market. However, the number of businesses fell again between 2009 and 2010, probably reflecting the impact of the global economic crisis. Further analysis shows that since the launch of the "Belt and Road" Initiative in 2013, the number of arts and crafts enterprises as a whole has shown a steady upward trend. This shows that the "Belt and Road" initiative has played a role in promoting the development of handicraft

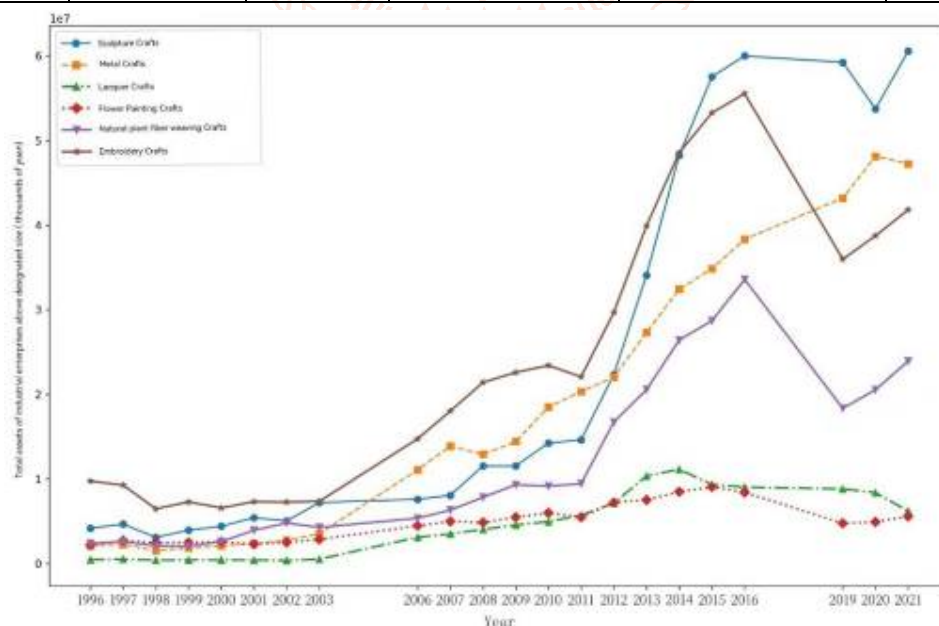
enterprises, especially the number of sculpture handicraft enterprises has maintained a stable and leading growth trend.

➤ All kinds of arts and crafts industry total assets

This report collected from the National Bureau of Statistics the total assets of six types of industrial enterprises above the scale of arts and crafts from 1996 to 2021, among which the data from 2004-2005 and 2017-2018 are missing, and the specific data are shown in Table 2.

**Table 2 Total assets of industrial enterprises above designated size in six categories of handicrafts from 1991 to 2021 (unit: thousand yuan)**

Year	Sculpture handicraft	Metal handicraft	Lacquer craftwork	Flower painting handicraft	Natural plant fiber woven crafts	Drawing embroidery crafts
1996	4173970	2103600	461410	2179180	2402380	9743440
1997	4669320	2255855	521808	2708589	2593635	9266161
1998	3088902	1536960	393345	2457984	2089919	6469996
1999	3949783	1842171	419728	2493351	2060390	7286099
2000	4405476	2096253	419715	2579314	2594231	6575934
2001	5424514	2384562	406354	2286808	3935527	7314631
2002	5039685	2753635	358461	2491874	4789769	7257214
2003	7216634	3529373	520184	2858035	4282555	7362757
2006	7597342	11073368	3111025	4467322	5359554	14735442
2007	8068546	13877501	3500717	4996959	6320326	18017154
2008	11526955	12913059	4042923	4842415	7830399	21404389
2009	11536723	14424930	4560567	5469674	9315994	22595072
2010	14240079	18490870	4964349	5981993	9152321	23411284
2011	14622005	20327987	5709696	5478416	9434294	22070525
2012	22336035	22022737	7145818	7206793	16723389	29672541
2013	34067921	27328162	10345722	7530346	20559904	39907400
2014	48245000	32417000	11138000	8482000	26419000	48561000
2015	57529000	34840000	9332000	9057000	28700000	53258000
2016	59988000	38319000	9035000	8416000	33576000	55533000
2019	59230000	43191000	8816000	4772000	18346000	35973000
2020	53728000	48128000	8377000	4921000	20539000	38734000
2021	60553000	47245000	6202000	5581000	23938000	41812000



**Figure 2 Trend chart of total assets of six types of industrial enterprises above designated size over time from 1991 to 2021**

As can be seen from Figure 2, the total assets of handicraft enterprises in different years have significant fluctuations. Between 1996 and 2016, the total assets of all types of arts and crafts enterprises in general

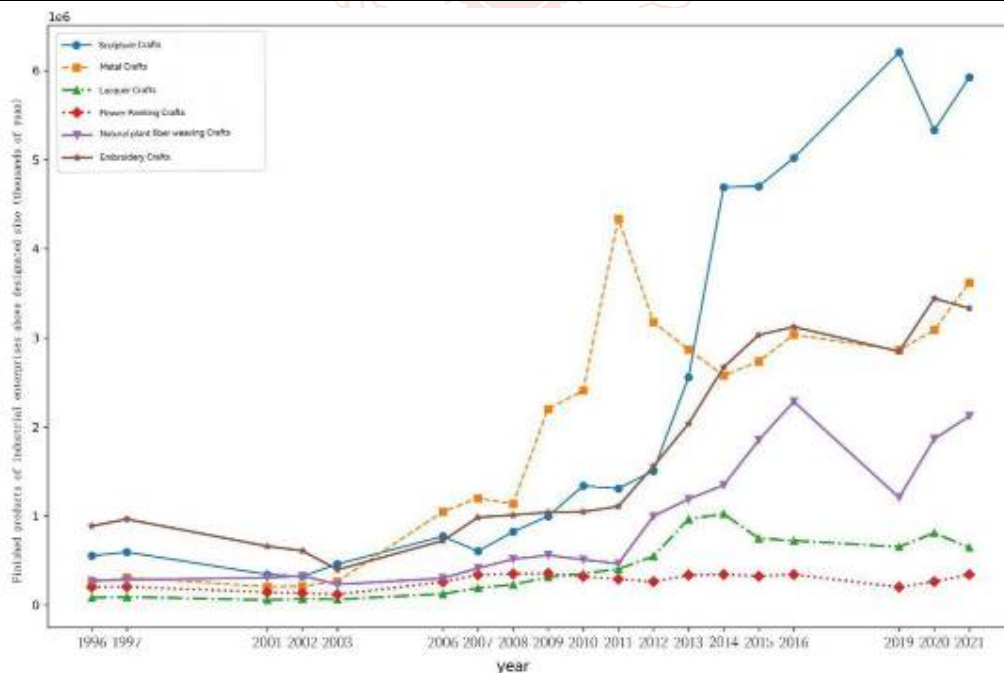
experienced significant growth. However, from 2016 onwards, total assets began to show a downward trend, which reflects the instability and complexity of the art market. Further analysis shows that since the implementation of the Belt and Road Initiative in 2013, the total assets of arts and crafts enterprises have grown significantly and reached a peak in 2016. This shows that the "Belt and Road" initiative has effectively promoted the trade of handicrafts, especially the total assets of sculpture handicrafts and drawn-embroidery handicrafts, followed by metal handicrafts and natural plant fiber woven handicrafts.

➤ The value of finished products of various handicrafts

This report collected from the National Bureau of Statistics six categories of finished products of industrial enterprises above designated handicraft scale from 1996 to 2021, among which data from 1998-2000, 2004-2005 and 2017-2018 were missing, and the specific data are shown in Table 3.

**Table 3 Finished products of industrial enterprises above designated size in six categories of handicrafts from 1991 to 2021 (unit: thousand yuan)**

Year	Sculpture handicraft	Metal handicraft	Lacquer craftwork	Flower painting handicraft	Natural plant fiber woven crafts	Drawing embroidery crafts
1996	555100	256040	83360	203920	275020	889120
1997	595862	313257	92400	207478	284006	964909
2001	344928	206074	57671	144953	307873	661736
2002	323306	214484	73487	135673	329524	610711
2003	461512	268058	64052	120468	232247	398339
2006	772211	1048450	127123	260274	302560	723397
2007	605642	1200851	192645	341645	413935	985031
2008	823917	1137819	230688	351888	516642	1011714
2009	998702	2203682	314195	357167	560684	1042648
2010	1338842	2407745	355287	321728	512066	1048157
2011	1309310	4336926	404872	292479	465360	1108729
2012	1506778	3176617	548350	264343	998554	1559467
2013	2558201	2867395	965552	336771	1190358	2036456
2014	4692000	2578000	1025000	345000	1348000	2670000
2015	4702000	2735000	750000	326000	1852000	3033000
2016	5020000	3038000	724000	345000	2285000	3123000
2019	6205000	2861000	655000	202000	1208000	2848000
2020	5331000	3091000	811000	264000	1865000	3443000
2021	5926000	3620000	647000	345000	2122000	3332000



**Figure 3 Trend chart of finished products of six types of industrial enterprises above designated size over time from 1991 to 2021**

From Figure 3, it can be seen that between 1996 and 2021, the market demand for sculpture crafts and natural plant fiber woven crafts is on the rise, which may indicate that the market demand for these categories is growing, or that the related industry advances in technology and design are driving this trend. In contrast, the amount of finished products of drawing embroidery crafts remains relatively stable or slightly decreased, which may be related to factors such as changes in market demand, the emergence of substitutes or rising production costs. Between 2006 and 2009, all categories of arts and crafts exports increased significantly, which may be related to the rapid development of China's economy, the improvement of the international trade environment, and the increased competitiveness of arts and crafts in the international market. However, the decline between 2009 and 2010 may reflect the impact of the global economic crisis, increased international trade frictions, or changes in consumer preferences.

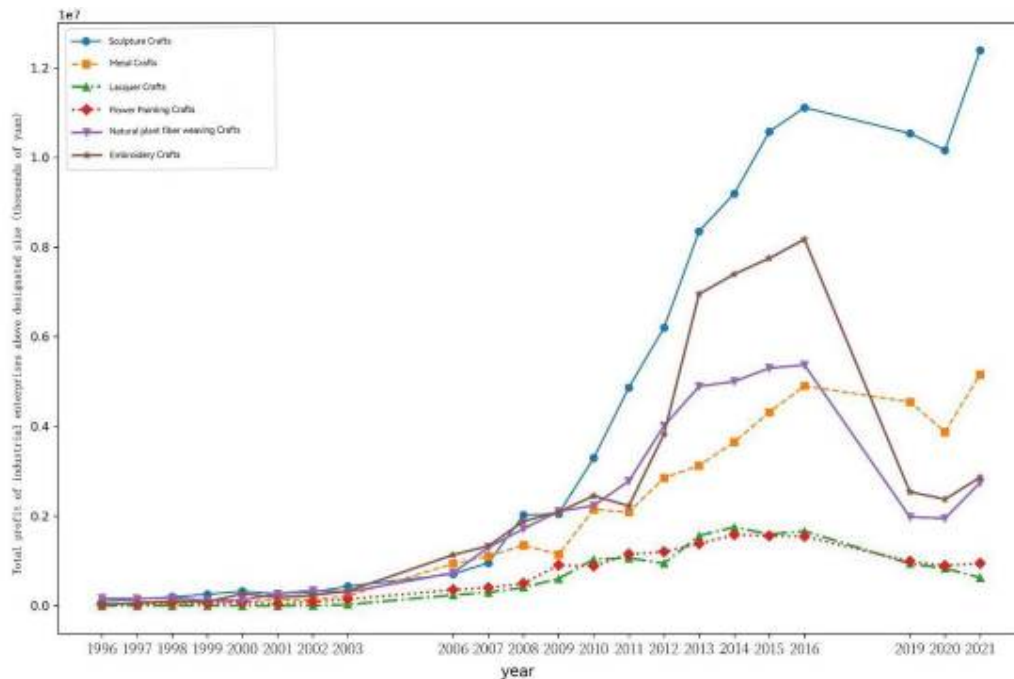
Further analysis shows that since the implementation of the "Belt and Road" initiative in 2013, the number of finished products of handicraft enterprises has increased significantly, especially the number of finished products of sculpture handicraft has continued to grow steadily, ahead of other categories, followed by drawing embroidery handicraft, metal handicraft and natural plant fiber woven handicraft. This shows that the "Belt and Road" initiative has effectively promoted the trading market and export trade of handicrafts. However, the number of finished products of lacquer crafts and flower painting crafts increased more slowly.

➤ Operating profit of various handicraft enterprises

This report collected the operating profits of six types of industrial enterprises above designated handicraft size from 1996 to 2021 from the National Bureau of Statistics, among which the data from 2004-2005 and 2017-2018 were missing, the specific data are shown in Table 4.

**Table 4 Operating Profits of industrial enterprises above designated size in six categories of handicrafts from 1991 to 2021 (unit: thousand yuan)**

Year	Sculpture handicraft	Metal handicraft	Lacquer craftwork	Flower painting handicraft	Natural plant fiber woven crafts	Drawing embroidery crafts
1996	96780	23940	-3860	34620	165370	23350
1997	138562	45731	-2317	32186	157963	64319
1998	201608	56458	-1544	64893	179505	101408
1999	252151	90716	3674	42015	117792	88481
2000	323660	77151	-3603	79211	123087	268541
2001	261848	138133	-6108	40895	268569	182056
2002	300301	138984	1642	86696	338101	235385
2003	433673	218514	25700	144089	305092	325146
2006	708909	939135	240086	355278	734133	1135975
2007	954203	1105401	295546	402884	1298078	1331216
2008	2021712	1350485	408821	498080	1717184	1882504
2009	2053146	1145518	603814	905453	2101719	2092006
2010	3294140	2147336	1036778	884796	2234296	2451182
2011	4868904	2086805	1065366	1151196	2781914	2226017
2012	6201167	2849017	944270	1202662	4011565	3826035
2013	8353994	3125090	1562177	1384670	4892998	6954936
2014	9195000	3651000	1753000	1583000	5003000	7397000
2015	10576000	4320000	1596000	1561000	5300000	7752000
2016	11114000	4902000	1666000	1547000	5372000	8175000
2019	10538000	4548000	938000	990000	1982000	2540000
2020	10163000	3878000	833000	892000	1947000	2376000
2021	12388000	5159000	629000	948000	2747000	2863000



**Figure 4 Trend chart of operating profit of six categories of craft products in scaled-above industrial enterprises from 1991 to 2021**

From Figure 4, it can be seen that the operating profits of sculpture crafts enterprises have remained relatively stable in most years, but there was a marked decline around 2003. The operating profits of metal crafts enterprises have been gradually increasing since 2000 and have reached a relatively high level in recent years. The operating profits of lacquer crafts enterprises have fluctuated greatly, but have generally been on a downward trend. The operating profits of flower painting crafts enterprises peaked around 2000 and have gradually declined since then. The operating profits of natural plant fiber weaving and lace embroidery crafts enterprises are relatively low and have fluctuated little.

Further analysis shows that since the implementation of the Belt and Road Initiative in 2013, the operating profits of craft enterprises have been on the rise, especially for sculpture crafts, which have maintained growth and are leading the way. The operating profits of other craft categories have gradually increased since 2013, until they started to decline in 2016, and have since stabilized in 2019. This indicates that the Belt and Road Initiative has effectively promoted trade and exports in the craft market, expanding sales channels.

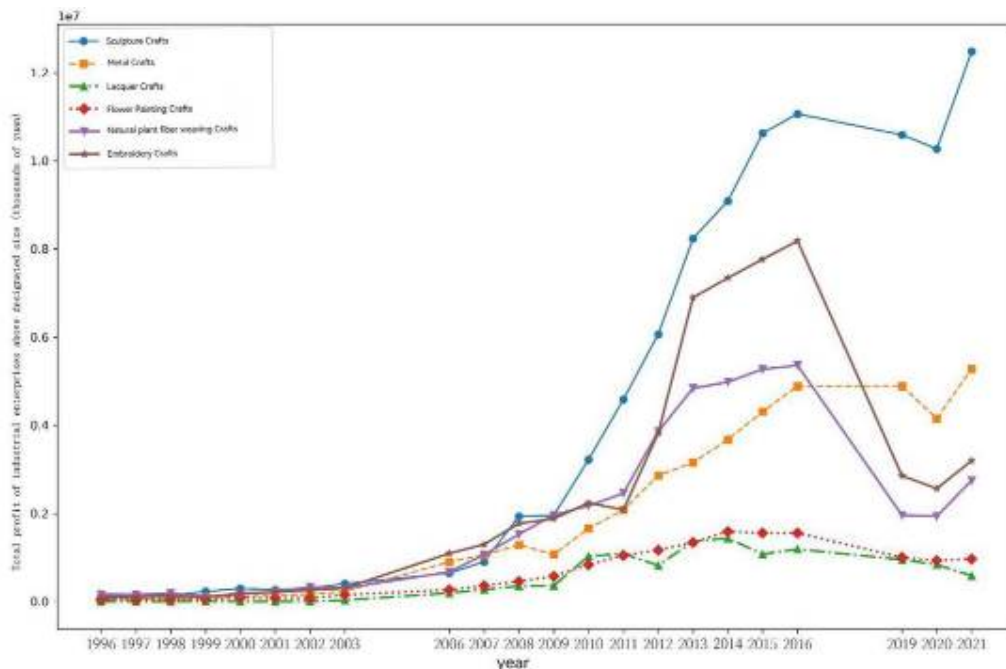
➤ **Total profits of all kinds of handicraft enterprises**

This report collected from the National Bureau of Statistics the total profits of six types of industrial enterprises above designated scale of arts and crafts from 1996 to 2021, among which the data from 2004-2005 and 2017-2018 were missing, the specific data are shown in Table 5.

**Table 5 Total profits of industrial enterprises above designated size in six categories of handicrafts from 1991 to 2021 (unit: thousand yuan)**

Year	Sculpture handicraft	Metal handicraft	Lacquer craftwork	Flower painting handicraft	Natural plant fiber woven crafts	Drawing embroidery crafts
1996	128150	46970	460	38650	165120	86370
1997	144915	52336	2743	49115	159949	112724
1998	146227	62007	-408	46744	189756	124353
1999	226931	81138	13884	40488	117496	101656
2000	298784	107466	-203	89640	161680	190499
2001	271726	145965	760	77135	225869	215740
2002	304040	166218	2745	80525	336156	259900
2003	404204	228861	30321	153233	304122	308052
2006	648096	902642	194561	266876	672089	1092300
2007	904019	1051853	274386	361288	1064234	1299898
2008	1933940	1289904	351049	458908	1525472	1769870
2009	1957538	1069924	363847	574073	1968995	1881325

2010	3221545	1658951	1029247	836695	2172731	2236760
2011	4586855	2082867	1089082	1050960	2457806	2084977
2012	6066062	2860242	819714	1168202	3859858	3819371
2013	8238303	3153122	1366837	1344453	4840389	6899560
2014	9091000	3675000	1438000	1589000	4982000	7343000
2015	10627000	4307000	1077000	1555000	5273000	7769000
2016	11066000	4890000	1190000	1559000	5360000	8184000
2019	10592000	4894000	952000	1001000	1962000	2856000
2020	10275000	4154000	839000	933000	1937000	2566000
2021	12482000	5286000	587000	968000	2750000	3197000



**Figure 5 Trend chart of total profits of six types of industrial enterprises above designated size over time from 1991 to 2021**

As can be seen from Figure 5, between 1996 and 2021, although the total profits of different types of arts and crafts enterprises fluctuated, they showed an overall upward trend. This shows that the global market is gradually increasing the demand for these commodities. Specifically, sculpture crafts saw a significant rise in total profits between 2006 and 2011, which may have benefited from increased market demand or policy support. However, between 2015 and 2016, there was a brief decline in total profits, possibly due to changes in market conditions or international competitive pressures. In subsequent years, especially from 2019 to 2021, total profit growth resumed again, indicating a pick-up in market demand or lower production costs.

Similarly, the total profit of the enterprise of drawing embroidery crafts also increased significantly between 2007 and 2011, and then experienced a period of fluctuation. However, between 2019 and 2021, its total profit showed a trend of returning to growth, indicating that the market demand for this commodity is also changing. Although the volume of exports has fluctuated in the past few years, the overall upward trend indicates that these commodities are likely to maintain some market demand in the coming years.

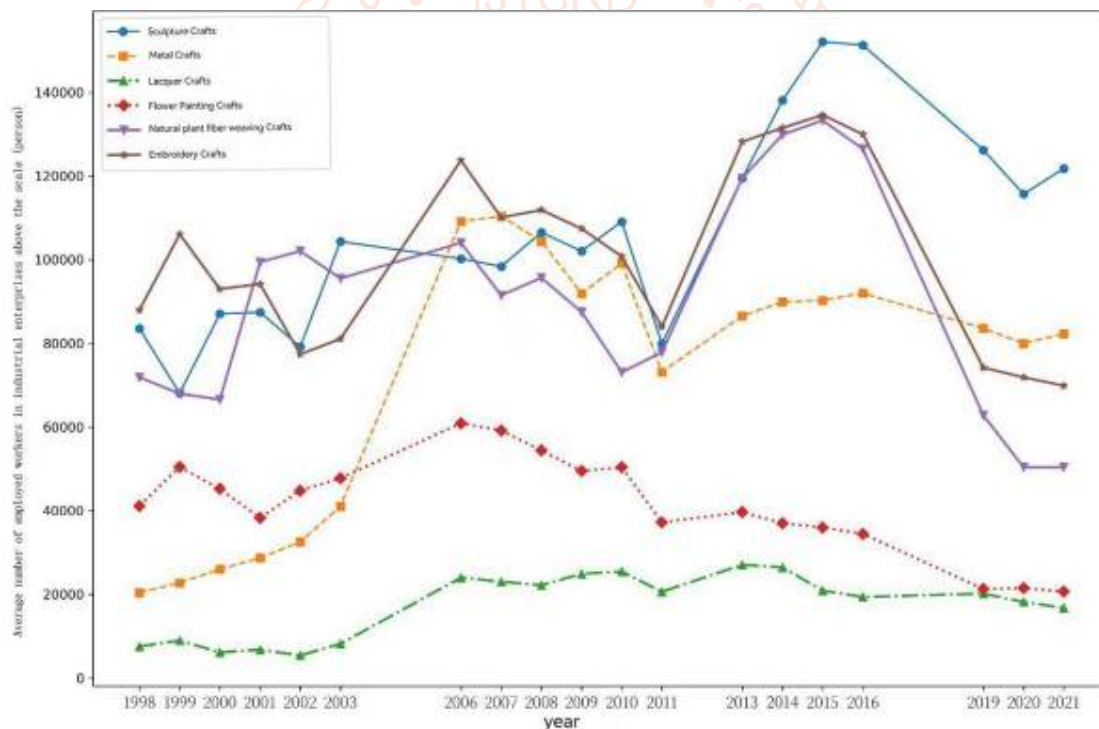
Further analysis found that since the implementation of the "Belt and Road" Initiative in 2013, the total profits of arts and crafts enterprises have been rising, especially sculpture arts and crafts have been outstanding in this process, maintaining growth and leading other categories. The total profits of other arts and crafts categories have gradually increased since 2013, but have declined after 2016 and stabilized after 2019. This shows that the "Belt and Road" initiative has effectively promoted the trade and export of the handicraft market, and led to the growth of corporate revenue.

#### ➤ Average number of workers in various crafts

This report collected from the National Bureau of Statistics the average number of workers employed in six types of industrial enterprises above designated handicraft size from 1996 to 2021, among which the data from 1996-1997, 2004-2005, 2012 and 2017-2018 were missing, and the specific data are shown in Table 6.

**Table 6 The average number of workers in industrial enterprises above designated size of six categories of handicrafts from 1991 to 2021 (unit: person)**

Year	Sculpture handicraft	Metal handicraft	Lacquer craftwork	Flower painting handicraft	Natural plant fiber woven crafts	Drawing embroidery crafts
1998	83527	20445	7571	41168	71908	88002
1999	68099	22800	8976	50493	68008	106098
2000	87057	26010	6159	45221	66564	93004
2001	87463	28700	6799	38301	99417	94207
2002	79189	32571	5415	44814	102094	77406
2003	104357	41040	8187	47783	95528	81099
2006	100241	109174	24019	60923	104048	123745
2007	98396	110394	23040	59186	91510	110084
2008	106542	104433	22220	54419	95679	111887
2009	102057	91927	24929	49511	87531	107436
2010	109101	99168	25459	50393	73100	100792
2011	79958	73174	20635	37220	77896	84003
2013	119450	86585	27090	39690	119488	128218
2014	138100	89900	26500	37000	129900	131500
2015	152100	90300	20900	36000	133300	134600
2016	151300	92000	19400	34500	126500	130000
2019	126200	83600	20200	21300	62800	74200
2020	115700	80000	18200	21500	50400	71900
2021	121800	82300	16800	20700	50400	69900

**Figure 6 Trend chart of the average number of workers employed in six types of industrial enterprises above designated size over time from 1991 to 2021**

As can be seen from Figure 6, from 1996 to 2021, the average number of employees in enterprises of different crafts types experienced fluctuations. The number of workers employed in sculpture crafts and metal crafts is on the rise as a whole, showing that the demand for these products in the market is gradually increasing. On the other hand, the number of workers employed in drawing embroidery, natural plant fiber weaving and lacquerware crafts showed an overall downward trend, which may indicate weaker market demand for these products. Since the implementation of the Belt and Road Initiative in 2013, the average number of workers employed by arts and crafts enterprises has increased significantly and peaked in 2015, and then began to fall

back due to technological progress and the acceleration of enterprise modernization. This trend shows that the Belt and Road Initiative has promoted the development of handicraft enterprises and effectively promoted the job market, creating more labor opportunities.

## **APPLICATION VALUE**

### **A. ECONOMIC VALUE**

The prosperity of the handicraft market can directly promote the economic growth of related industries. From the supply of raw materials to the design and manufacturing, and then to the sales and service, all links of the entire industrial chain have generated huge economic value. With the development of science and technology and the change of market demand, the handicraft market is also constantly undergoing industrial upgrading. The application of digital technology and intelligent equipment has improved the production efficiency and quality level of handicrafts, and has also brought more innovative products to the market. Cultural innovation and consumption upgrading can meet individual needs. This cultural innovation not only improves the purchasing experience of consumers, but also promotes the diversified development of the market.

### **B. SOCIAL BENEFIT**

Cultural inheritance and promotion, protection and inheritance of intangible cultural heritage such as embroidery, paper cutting, wood carving, etc., are important components of intangible cultural heritage. By studying the current situation of the market, we can understand the inheritance status of these traditional skills, and then take measures to protect and promote these valuable cultural heritage. As the carrier of culture, the market circulation of handicraft promotes the cultural exchange and understanding between different regions and different nationalities. In the process of purchasing and using handicrafts, consumers can feel the charm and connotation of different cultures, so as to enhance the recognition and respect for diverse cultures.[2]

The boom in the arts and crafts market has provided employment opportunities for a large number of craftspeople, designers and salespeople. These positions not only meet the needs of the market, but also create a stable labor demand for the society. The competition and diversity of the arts and crafts market encourages entrepreneurship and innovation. Through market research and consumer demand analysis, many craftsmen and designers have developed unique and innovative handicrafts, thus realizing the dual enhancement of personal value and social value.[3]

To sum up, from 1996 to 2021, China's arts and crafts market has experienced significant changes. In general, the market demand shows a certain upward trend. In particular, the total profits and the number of

employees of sculpture and metal crafts show a gradual upward trend, indicating that these categories are gradually becoming more popular in the market. This trend is likely to be driven by increased consumer demand for high-quality and unique crafts, while also reflecting the increasing competitiveness of these crafts in the international market. In contrast, the market performance of drawing embroidery, natural plant fiber weaving and lacquer handicrafts is relatively weak, and the overall growth of their total profits and the number of workers is not large, which may indicate that the market demand for these traditional handicrafts is not strong enough, or facing the challenge of market share being squeezed by new products.

Especially since the implementation of the Belt and Road Initiative in 2013, the arts and crafts market has experienced significant changes. The Belt and Road Initiative has promoted the growth of arts and crafts enterprises and promoted the increase of employment opportunities, especially in 2015, when the number of employees in the enterprises reached a peak. However, with the advancement of technology and the modernization of enterprises, the number of workers began to fall back, although the Belt and Road Initiative continued to have a positive impact on the market. This change reflects the transition of the arts and crafts industry to a more automated and modern production model, but also shows that companies have made progress in improving production efficiency and reducing costs.

Overall, the current state of the arts and crafts market demonstrates a complex dynamic balance. On the one hand, the growth potential and market demand of emerging crafts categories bring new opportunities to the industry; On the other hand, the market share of traditional handicrafts is facing challenges. In the future, handicraft enterprises need to continue to adapt to market changes, cope with competitive pressure through innovation and technological upgrading, and take advantage of the opportunities brought by policies such as the "Belt and Road Initiative" to further expand the market and enhance their market position.

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