

March 10, 2026



# Michael's® Unveils 2026 Creativity Trend Report, Revealing a Shift Towards Creative Living in the Analog Era

*New data shows a pivot toward hands-on rituals and skill-building as consumers swap screen time for self-discovery and tangible connection*

IRVING, Texas, March 10, 2026 /PRNewswire/ -- [Michael's](#) is fueling the joy of creativity and celebration with the release of its annual [Creativity Trend Report](#), declaring 2026 the Year of Creative Living in the analog era. Launched in tandem with National Craft Month, the report identifies a cultural shift: consumers are no longer just crafting as a hobby, but are using tactile, analog activities to reclaim their time and identity in an automated world.



## A New Perspective on Creativity

"In 2026, creativity is no longer just self-expression – it's self-definition," said Heather Bennett, President and Chief Customer Officer at Michaels. "In a world that feels increasingly automated, creativity has become a natural cornerstone of the cultural return to hands-on, offline living. Our customers are moving past the passive scroll and seeking out the friction of a physical hobby. They are reminding us that the most valuable things we own aren't just bought—they're the ones we've had a hand in creating."

As the leading destination for creating and celebrating in North America with nearly 1,400 stores, Michaels leveraged exclusive sales and search data, consumer surveys conducted within the last six months, and insights from in-house trend and design experts to identify the eight creative movements set to define the year ahead.

## The Eight Crafting Trends Defining 2026:

- **Main Character Maintenance:** Consumers are curating their "personal lore" in physical form, turning junk journals, vision boards and personalized keepsakes into

tangible archives of identity. Junk journaling searches are up 63% year-over-year and vision board searches have increased 61%, signaling growing demand for hands-on memory keeping.

- **Touching Grass Crafts:** As digital fatigue rises, creativity is moving offline and outdoors, with portable projects becoming grounding daily rituals. Searches for analog hobbies such as knitting, crocheting, embroidery, journaling and painting have surged 136% over the past six months and yarn accessory sales grew 40% year-over-year.
- **Crafting Chemistry:** Project-centered gatherings are replacing passive scrolling, as shared making lowers social pressure and builds deeper connection. Craft Night searches are up 103% year-over-year, Girls Night Crafts searches have increased 242%, Paint Party Kit searches have climbed 329%, and guided craft kit sales increased 86% year-over-year.
- **Gilded Gifting:** Gifting is becoming more personal and story-driven, with consumers embracing handmade pieces that feel like modern heirlooms. Searches for mini loaf pans with lids are up 919% year-over-year, while bag charm searches have increased 912%, reflecting a shift toward meaningful, DIY gifts.
- **Skill Stacking:** Skill is emerging as a modern status symbol, with consumers investing in sewing, needlepoint, knitting and other craftsmanship-based hobbies. Needlepoint searches are up 251% year-over-year, sewing pattern searches have increased 152%, and overall, 72% of Michaels shoppers used creative projects to save money in the past year.
- **Wabi-Sabi Spaces:** Homes are embracing visible brushstrokes, texture and imperfection as handmade décor replaces showroom perfection. Searches for visible mending are up 144% year-over-year, while DIY home décor searches have increased 79%.
- **Confetti Culture:** Consumers are proving no milestone is too small. Party decoration searches are up 125% year-over-year and party banner searches have doubled, reflecting the rise of everyday celebration.
- **KitschCraft & Charms:** Driven by Gen Z and Gen Alpha, playful charm-covered accessories and resin trinkets are turning everyday items into expressive mood boards. Searches for Shrinky Dink kits are up 414% year-over-year, while resin charm searches have increased 115%.

### **Bringing the Trends to Life**

Michaels is supporting the "Year of Creative Living" through new product offerings, new in-store experiences, and new in-store events throughout 2026. This includes expanded needlecraft assortments and fabric, which is now available in 90% of stores, as well as plans for new dedicated in-store Charm Bars and Patch Bars coming to stores later this year. Michaels will also host a series of trend-inspired in-store events starting this spring to give customers a place to experience these trends firsthand, learn new skills, and connect with their local creative community.

Read the [full 2026 Creativity Trend Report here](#), and shop the latest trends at [Michaels.com](#)

and [Michaels.ca](https://www.michaels.ca).

### About The Michaels Companies, Inc.

At The Michaels Companies, Inc., our purpose is to fuel the joy of creativity and celebration. As the leading destination for creating and celebrating in North America, we operate over 1,300 stores in 49 states and Canada and online at [Michaels.com](https://www.Michaels.com) and [Michaels.ca](https://www.Michaels.ca). The Michaels Companies, Inc. also owns Artistree, a manufacturer of custom and specialty framing merchandise. Founded in 1973 and headquartered in Irving, Texas, Michaels is the best place for all things creative. For more information, please visit [www.michaels.com](https://www.michaels.com).

### Media Contact:

Rebecca Talley

[PRContact@Michaels.com](mailto:PRContact@Michaels.com)

## Main Character Maintenance

### Creativity as Identity Building and Memory Keeping

2020, people aren't just documenting their lives – they're curating their "personal best" in physical form. After years of digital curation and disappearing content, creators are craving something tangible proof of who they are, what they've experienced, and what they value. Memory-keeping is no longer reserved for wedding and baby books. It's showing up in junk journals layered with found ephemera, vision boards framed as art, personalized charm collections, and shadow boxes that preserve moments that might otherwise vanish into a camera roll.

Creativity is becoming a way to archive the self. In an era where identity is constantly shaped online, people are building physical records that feel grounded, intentional, and deeply personal. Whether marking a milestone, honoring a season, or simply commemorating everyday life, these projects transform experiences into artifacts worth keeping.

**Personal Lore Projects**  
People are increasingly personalizing everyday items. These projects go beyond scrapbooking – they turn IDs into art pieces, memory frames, custom jewelry, recipe books, reading stress keepers, travel journals, and bathroom-mirror crafts become physical manifestations of identity.

**Junk Journaling**  
+63%

**Fabric Sales**  
3x

**Travel Crafting**  
Visitors are becoming creative retreats. Instead of returning with souvenirs, people return with paintings, pressed flowers, stitched memorabilia, and journal pages created in real time. Travel crafting transforms a destination into an experience – something made, not just captured. The memory lives in the object, not just in a digital gallery.

**Pro Tip:**  
Turn your memories into art. Frame a vision board, design a personal shadow box that lives on your wall, and with intentional personalization transform the a new fresh for looking to come later this year and use it to see junk journaling in a new light.

**Photo Sales**  
+24%

**Vision Boards**  
+61%

## Touching Grass Crafts

### Grounded, Intentional Creativity

An open 2020 creates new trails. Creativity is stepping out of the house and into the real world. Enter Touching Grass Crafts – the rise of grounded, tactile projects that help people engage and reconnect with their surroundings. Instead of scrolling endlessly, people are bringing their projects outside: etching in gel on beaches, staining on the beach, using an ink on rocks, or painting using found water. What began as a trend in Touching Grass Crafts is becoming a movement – creativity that reconnects people to their environment, nature, and reality. It's about getting your hands dirty, embracing mess, and creating something that's both intentional and playful. From analog bags to analog journals, these projects are helping people step away from screens and back into the physical world.

**Analog Hobbies**  
See knitting, crocheting, quilting, embroidery, sewing, cross-stitch, painting, and pottery.  
+136%

**Diamond Art Sales**  
+28%

**Painting Kits Sales**  
+86%

**20%**

**Turn Accessory Sales**  
+40%

**Pro Tip:**  
Use an analog kit to create a personalized memory book. Use a kit to create a personalized memory book. Use a kit to create a personalized memory book. Use a kit to create a personalized memory book.

**Analog Bags**  
Analog bags are a great way to combine creativity with utility. From travel bags, backpacks, and tote bags to pouches and wallets, these bags are being made from scratch. Many are made from recycled materials and feature unique designs. They're perfect for anyone who wants to carry their essentials in style. They're also a great way to show off your creativity. Many people are using analog bags to carry their favorite items, like their keys, wallet, and phone. They're also a great way to show off your creativity. Many people are using analog bags to carry their favorite items, like their keys, wallet, and phone.





SOURCE The Michaels Companies, Inc.