

Map Marketing t/a All Jigsaw Puzzles  
01837 811317 | [www.alljigsawpuzzles.co.uk](http://www.alljigsawpuzzles.co.uk)

## UK's obsession with Jigsaw Puzzling continues into 2021

The start of the Pandemic in the UK in February 2020 saw jigsaw puzzle sales increase significantly. In mid-March, the UK went into their first lockdown and jigsaw puzzle sales on the All Jigsaw Puzzle website increased by 400% to the previous year. This increase in sales continued into the rest of 2020 and through sheer determination and hard work the team at All Jigsaw puzzles were able to meet the majority of customer demand.

Late Spring / Summer saw a significant shortfall on supply and All Jigsaw Puzzles were only able to keep going due to their own inhouse jigsaw puzzles and the close relationships they have developed with various jigsaw puzzle manufacturers over nearly 20 years of business.

Following the success of jigsaw puzzling in 2020 (NPD Market research report that jigsaw puzzle sales hit £100m in 2020), All Jigsaw Puzzles expected sales to level out, however, it is obvious from January sales that this is not the case.

Cynthia Yeoh, Marketing Director at All Jigsaw Puzzles states  
"We were expecting to have a quieter January on the Direct to Consumer side of the business. However, this has not been the case. The combination of Lockdown 3.0 and more lovely customers discovering the joy of the humble jigsaw has meant that we are still seeing growth of around 200%."

Clare Owen, Sales Director at All Jigsaw Puzzles adds:  
"Clients continue to approach us to make jigsaw puzzles on their behalf. We have manufactured jigsaw puzzles for Dolly Parton, Duran Duran, Fat Boy Slim, Radiohead and Jarvis Cocker. We have also been working with Cold War Steve on his wildly successful jigsaw puzzle range."

Owen and Yeoh both agree that the market continues to expand as more people discover the joy of jigsaw puzzling.



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### **NOTES to Editor:**

About Map Marketing t/a All Jigsaw Puzzles

Map Marketing is a map and jigsaw manufacturing company based in the heart of Devon. The company started trading in 1978, selling maps by mail order, and is now a family of businesses. All Jigsaw Puzzles is an ecommerce store ([www.alljigsawpuzzles.co.uk](http://www.alljigsawpuzzles.co.uk)) that was launched in 2001, stocking a wide range of jigsaw puzzles that cater to their jigsaw puzzle obsessed customers. As well as stocking designs from the big jigsaw puzzle brands such as Jumbo and Ravensburger, they also use their knowledge of their jigsaw puzzling customers to design, manufacture and sell their own range of jigsaw puzzles. <https://www.tradejigsaws.alljigsawpuzzles.co.uk>.

[NPD Market Research Website](#)