PPAI has researched and released industry sales data since 1965. This annual distributor sales study is considered the most definitive and comprehensive of its kind in the industry based on actual sales reported by U.S. promotional consultant companies. The information is used primarily to measure industry growth and to convey to prospective buyers of promotional products the magnitude of the industry and the wide acceptance of the products it produces and sells. In 2015, the survey was conducted by Relevant Insights LLC, an independent market research, on behalf of PPAI. Methodology and detailed findings can be reviewed in the full report at ppai.org/research.

The year 2015 was a year of average positive growth for promotional products distributors, but also a year in which the gap between small and large distributors widened enough to change the balance between both groups in the total sales volume figures for the industry. 2015 was the year of the large distributor. Overall, distributors' sales volume increased by 3.82% which puts the promotional products industry's revenues at $20,808,170,722 in 2015.

### HISTORIC ANNUAL ESTIMATE OF SALES IN BILLIONS

The pie chart shows the distribution of sales by product category for 2015. The chart contrasts the growth in sales across various product categories, highlighting areas of increased sales and those that declined.

#### 2015 SALES BY PRODUCT CATEGORY

- **Wearables**
  - T-shirts, golf shirts, aprons, uniforms, blazers, caps, headbands, jackets, neckwear, footwear, etc.
- **Writing Instruments**
  - Pens, pencils, markers, highlighters, etc.
- **Bags**
  - Tote bags, shopping bags, satchels, gift bags, drawstring bags, cosmetic bags, paper bags, duffel bags, briefcases, etc.
- **Drinkware**
  - All glass, china, ceramic, crystal, plastic and stainless steel drinkware
- **Desk/Office/Business Accessories**
  - Folders, desk pen sets, calculators, non-dated paper products, cubed paper, scratch pads, adhesive notes, stationery, journals, etc.
- **Computer Products and Accessories**
  - USB drives, Mouse pads, monitor frames, disk carriers, wrist pads, software, etc.
- **Recognition Awards/Trophies/Jewelry**
  - Awards, trophies, plaques, certificates, figurines, jewelry, etc.
- **Calendars/Dated Products**
  - Wall and wallet calendars, desk diaries, pocket calendars, etc.
- **Electronic Devices and Accessories**
  - Radios, TVs, iPads, MP-3 players, phones, videotapes, music CDs, phone cards, Flashing products etc.
- **Textiles**
  - Flags, towels, umbrellas, pennants, throws, blankets, etc.
- **Housewares/Tools**
  - Measuring devices, kitchen products, picture frames, household decorations, ornaments, tool kits, first aid kits, furniture, flashlights, cutlery, weather instruments, etc.
- **Sporting Goods/Leisure Products/Travel Accessories**
  - Picnic/party products, camping equipment, barbecue items, bar products, binoculars, luggage, passport cases, etc.
- **Games/Toys/Playing Cards/Inflatables**
  - Balloons, Kites, balls, puzzles, stuffed plush, etc.
- **Health & Safety Products**
  - First-aid kits, hand sanitizers, etc.
- **Stickers and Decals**
  - Stickers, decals, static clings, lettering, etc.
- **Magnets**
  - Magnets and magnetic products
- **Automotive Accessories**
  - Key tags, bumper strips, road maps, floor mats, window shades, etc.
- **Food Gifts**
  - Candy, cookies, nuts, gourmet, meat, spices, bottled water & other drinks etc.
- **Buttons/Badges/Ribbons**
  - Buttons, badges, signs, banners, etc.
- **Personal/Pocket-Purse Products**
  - Pocket ribbons, groomng aids, lighters, matches, sunglasses, wallets, etc.
- **Clocks and Watches**
  - Clocks, watches, etc.
- **Gift Cards**
  - No examples reported
- **Other**
  - No examples reported

#### PRODUCT CATEGORY

- **Wearables**
- **Writing Instruments**
- **Bags**
- **Drinkware**
- **Desk/Office/Business Accessories**
- **Computer Products and Accessories**
- **Recognition Awards/Trophies/Jewelry**
- **Calendars/Dated Products**
- **Electronic Devices and Accessories**
- **Textiles**
- **Housewares/Tools**
- **Sporting Goods/Leisure Products/Travel Accessories**
- **Games/Toys/Playing Cards/Inflatables**
- **Health & Safety Products**
- **Stickers and Decals**
- **Magnets**
- **Automotive Accessories**
- **Food Gifts**
- **Buttons/Badges/Ribbons**
- **Personal/Pocket-Purse Products**
- **Clocks and Watches**
- **Gift Cards**
- **Other**

#### HISTORIC ANNUAL ESTIMATE OF SALES IN BILLIONS

The bar chart illustrates the annual estimate of sales in billions for the years 1974 to 2015. The data shows a gradual increase over time, with peaks in 2001 and 2013 reaching over $20 billion in sales. The chart is color-coded to represent different product categories, allowing for easy comparison of sales trends across various industries.
Responses to questions about product and program categories continue to be a challenge as many distributors do not keep track of their sales by these categories. In order to continue building on the established research, PPAI urges new entrants to the industry and established distributors to keep track of their sales by PPAI’s product and program categories shown in this summary.

**INDUSTRY SALES BY SIZE OF COMPANY**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Less than $250,000</td>
<td>$1,645,603,749</td>
<td>$1,637,920,855</td>
<td>$1,673,365,807</td>
<td>$1,846,568,885</td>
<td>$1,770,604,678</td>
<td>-4.11%</td>
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<tr>
<td>$250,001-$500,000</td>
<td>$1,618,544,334</td>
<td>$1,879,888,822</td>
<td>$1,509,019,388</td>
<td>$1,530,260,232</td>
<td>$1,481,662,627</td>
<td>-3.18%</td>
</tr>
<tr>
<td>$500,001-$1,000,000</td>
<td>$2,364,147,043</td>
<td>$2,358,616,521</td>
<td>$2,482,433,936</td>
<td>$2,207,506,975</td>
<td>$2,562,181,430</td>
<td>16.07%</td>
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<tr>
<td>$1,000,001-$2,500,000</td>
<td>$3,455,562,374</td>
<td>$3,302,693,393</td>
<td>$4,422,669,874</td>
<td>$4,329,256,589</td>
<td>$3,441,922,613</td>
<td>-20.50%</td>
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<tr>
<td>$2,500,001 or more</td>
<td>$8,638,088,190</td>
<td>$9,318,526,638</td>
<td>$9,739,357,718</td>
<td>$10,128,636,250</td>
<td>$11,551,799,373</td>
<td>14.05%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$17,721,945,690</td>
<td>$18,497,646,229</td>
<td>$19,826,873,723</td>
<td>$20,042,228,931</td>
<td>$20,808,174,722</td>
<td>3.82%</td>
</tr>
</tbody>
</table>

**ONLINE SALES OF PROMOTIONAL PRODUCTS**

Online sales are defined as sales resulting from orders placed through an online store or website.

<table>
<thead>
<tr>
<th>Company Size*</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $2.5 million</td>
<td>$1,275,870,533</td>
<td>$1,553,179,741</td>
<td>$1,075,428,815</td>
<td>$1,378,340,947</td>
<td>$1,834,370,461</td>
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<tr>
<td>$2.5 million or more</td>
<td>$1,823,500,417</td>
<td>$2,189,834,184</td>
<td>$1,621,952,603</td>
<td>$2,203,655,822</td>
<td>$3,110,511,442</td>
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<tr>
<td>TOTAL</td>
<td>$3,099,370,950</td>
<td>$3,743,013,925</td>
<td>$2,697,381,418</td>
<td>$3,581,996,769</td>
<td>$3,944,881,904</td>
</tr>
</tbody>
</table>

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