The 2017 Sales Volume Study: Summary (Part 1 of 2)

For more than 50 years, PPAI Research remains the industry’s leading and trusted source in data and analytics. PPAI Research has estimated the size of the industry since 1965, but the current methodology being used has been in place since 1983. This annual sales study is considered the most definitive and comprehensive of its kind in the promotional products industry based on actual sales reported by U.S. distributor companies. In 2018, the study was conducted by a third-party, independent market research firm, Relevant Insights LLC, on behalf of PPAI and the members they serve. Methodology and detailed findings can be viewed in the full report at ppai.org/members/research.

### HISTORIC ANNUAL ESTIMATE OF SALES (IN BILLIONS)

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Number Of Companies</th>
<th>Sales Volume</th>
<th>Growth</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$2.5M</td>
<td>22,721</td>
<td>$9,792,129,462</td>
<td>0.89%</td>
<td>42.05</td>
</tr>
<tr>
<td>$2,500,001M+</td>
<td>843</td>
<td>$13,493,850,947</td>
<td>16.34%</td>
<td>57.95</td>
</tr>
<tr>
<td>TOTAL</td>
<td>23,564</td>
<td>$23,285,980,409</td>
<td>9.30%</td>
<td>100%</td>
</tr>
</tbody>
</table>

With an increase just over nine percent, 2017 was the year of record-breaking growth for promotional product distributors. This was mainly due to large companies (over $2.5 million), who tipped the balance in their favor by capturing nearly 58 percent of the total market share.

Distributor Sales In 2017 Is Estimated At $23,285,980,409

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**PRODUCT CATEGORY**

1. **Wearables**: Apparel e.g. Uniform, T-Shirt, Golf Apparel, Activewear, Outerwear, etc.
   - Accessories e.g. Headwear, Neckwear, Footwear, Sunglasses, Workwear, Apron, Glove, Vest, etc. (Does Not Include: Jewelry)

2. **Drinkware**: e.g. Glassware, Plastic Cup, Water Bottle (BPA Free, Plastic, Stainless Steel), Tumbler, Mug, Coaster, Bottle Opener, Bottle & Can Cooler, Thermos, etc.

3. **Writing**: e.g. Pen, Pencil, Marker, Highlighter, Stylus, Eraser, Correction Tape, etc.

4. **Travel**: Bags e.g. Paper & Plastic, Messenger, Backpack, Sling Pack, Tote, Gift Bag, etc.
   - Pouches e.g. Passport Case, Toiletry Case, Coin Purse, Pouch, Lunch Bag, etc.
   - Wallets e.g. Passport Case, Toiletry Case, Coin Purse, Pouch, Luggage Tag, etc.

5. **Technology**: e.g. Phone & Tablet Case, Power Bank, Speaker, Headphone, Clock, MP3 Player, etc.

6. **Automotive**: e.g. Window Cling, License Plate Frame, Air Freshener, Window Shade, USB, Car Charger, etc.

7. **Awards**: e.g. Trophy, Plaque, Frame, Ribbon, Lapel Pin, Emblematic Jewelry, Crystal, etc.
   - Other: Specific examples retained by third-party researcher

8. **Time**: e.g. Wall & Desk Calendar, Clock, etc. (Does Not Include: Jewelry)

9. **Desk**: e.g. USB Drive, Mouse Pad, Screen Cleaner, Business Card Holder, etc.

10. **Health**: Medical & Safety e.g. First-Aid Kit, Flashlight, Pill Box, etc.
    - Beauty & Hygiene e.g. Hand Sanitizer, Lip Balm, Nail File, Mirror, Sunscreen, etc.

11. **Home**: e.g. Bag Clip, Oven Mitt, Cutting Board, Measuring Device, Pizza Cutter, etc.
    - Entertainment: Games e.g. Cornhole, Flying Disc, Ball, Playing Cards, etc.
    - Accessories e.g. Stuffed Animal, Coloring Book, Stress Reliever, etc.

12. **Office**: e.g. Tent, Flag, Banner, Signage, Table Cover, Napkin, etc.

13. **Tools**: e.g. Garden Tool, Tool Set, BBQ Grill Set, Decor, Holiday Ornament, etc.

14. **Wearables**: Apparel e.g. Uniform, T-Shirt, Golf Apparel, Activewear, Outerwear, etc.
    - Accessories e.g. Headwear, Neckwear, Footwear, Sunglasses, Workwear, Apron, Glove, Vest, etc. (Does Not Include: Jewelry)

15. **Veterinary & Pet**: e.g. Bag Dispenser, Food Bowl, Pet Litter Scoop, Leash, Collar, Pet Carrier, etc.

16. **Food & Beverage**: e.g. Snack Bag & Box, Condiment & Spice, Candy & Mint, Gift Basket & Tin, Bottled Water, Food Container, etc.

17. **Jewelry**: e.g. Watches, Bracelet, Earring, Dog Tag, Necklace, Fit-Band, etc. (Does Not Include: Awards)

18. **Cards**: e.g. Gift Card, Membership Card, Loyalty Card, Hanger, Key Card & Tag, etc.
    - Packaging: e.g. Ribbon, Tissue Paper, Cardboard Box, etc. (Does Not Include: Food & Beverage)

19. **Spirit**: e.g. Megaphone, Hand Fan, Foam Glow Stick, Temporary Tattoo, Pennant, foam Finger, Pom-Pom, etc.

20. **Home**: e.g. Bag Clip, Oven Mitt, Cutting Board, Measuring Device, Pizza Cutter, etc.
    - Other: Specific examples retained by third-party researcher

21. **Office**: e.g. Tent, Flag, Banner, Signage, Table Cover, Napkin, etc.

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**NOTE**: Due to new categories in 2017, percentages should not be used to compare year-over-year.
ONLINE SALES

Online sales are estimated at nearly $5.4B in 2017, or 23.2 percent of the total industry sales.

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</thead>
<tbody>
<tr>
<td>&lt;$2.5M</td>
<td>$1,075,428,815</td>
<td>$1,378,340,947</td>
<td>$834,370,461</td>
<td>$940,629,053</td>
<td>$1,126,822,858</td>
<td>+16.34%</td>
</tr>
<tr>
<td>$250,001-$500K</td>
<td>$1,621,952,603</td>
<td>$2,203,655,822</td>
<td>$3,110,511,442</td>
<td>$3,272,894,696</td>
<td>$4,271,407,493</td>
<td>+9.30%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$2,697,381,418</td>
<td>$3,581,996,769</td>
<td>$3,944,881,904</td>
<td>$4,213,523,748</td>
<td>$5,398,230,352</td>
<td></td>
</tr>
</tbody>
</table>

*online* is defined as orders placed by consumers through an online store or website.