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, definitions and detailed findings can be viewed in the full report.

Historical Sales (in billions)