

ADVERTISING CHANNELS

\$549.16 BILLION
U.S. ADVERTISING SPEND
FOR THE YEAR 2024



PROMOTIONAL PRODUCTS

Business Gifts, Giveaways,
Incentives, Awards



BROADCAST

TV, Video, Cinema,
Product Placement



ONLINE

Desktop Internet,
Email, Social Media



PRINT (MAGAZINE)

Magazines, Newspaper,
Direct Mail



MOBILE

Messaging and
Applications

SALES VOLUME

\$26.78 B

\$102.63 B

\$341.6 B

\$19.15 B

\$59 B

MARKET SHARE

4.9%

18.7%

62.2%

3.5%

10.7%

GROWTH RATE SINCE 2023

2.6%

-9.9%

14.9%

1.2%

31.4%

LIKEABILITY

89%

46%

62%

75%

54%

RECALL

72%

48%

49%

64%

75%

Sources:

Promotional Products | PPAI U.S. Distributor Sales Volume (2024) | Consumer Study, PPAI Research (2025)

Broadcast | Led By Sequels, Domestic Box Office Grossed \$8.56 Billion In 2024, Forbes (2024) | Cinema Advertising Overview, Cinema Advertising Council (2024) | U.S. & Canada: radio ad spending 2024-2028, Statista (2024) | Radio in the AI Era, Jacobs Media (2024) | Radio Advertising Statistics, WORLDMETRICS.ORG REPORT (2025) | TV advertising spending in the United States from 2011 to 2028, Statista (2024) | Television Advertising Statistics, WifiTalents (2024) | TV Advertising in 2024: All About Your Options, Madhive (2024) | Product placement marketing, Statista (2024) | Product placement effectiveness 2024, YouGov x BENlabs report (2024) | Measuring the Effectiveness of Product Placement: Key Metrics and Insights, Hollywood Branded (2025)

Online | Online advertising revenue in the United States from 2000 to 2024, Statista (2024) | Advertisements That Use Statistics, Zipdo Education Report 2025 | Social media advertising spending in the United States from 2019 to 2025, Statista (2024) | Social Media Advertising in 2025: Are Ads Still Effective?, ActionSprout Survey (2024)

Print | US Newspaper Industry Statistics, Redline (2024) | Print Advertising Statistics, Gitnux Report 2025 | Direct Mail Advertising in the US - Market Size (2005-2031), IBISWorld (2025) | Direct Mail Statistics, PostcardMania (2025) | US Online and Traditional Media Advertising Outlook, 2024-2028, MarketingCharts (2024)

Mobile | Digital video advertising spending in the United States from 2019 to 2028, by device, Statista (2025) | Mobile Marketing Stats, Keywords Everywhere (2024) | Advertising Recall Statistics, Froggy Ads (2024)

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