

ADVERTISING CHANNELS

\$433.67 BILLION
U.S. ADVERTISING SPEND
FOR THE YEAR 2023



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

\$26.10 B

\$97.67 B

\$225 B

\$40 B

\$44.90 B

MARKET SHARE

6%

22.5%

51.9%

9.2%

10.4%

GROWTH RATE SINCE 2022

2.2%

10.9%

7.1%

-7%

18.1%

LIKEABILITY

89%

26%

22%

82%

46%

RECALL

66%

46%

33%

77%

12%

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Sources:

Promotional Products | PPAI Sales Volume Report (2023) | PPAI Research (2023)

Broadcast | Tv: TV Advertising Revenue in the U.S. 2027. Statista (2023) | CivicScience (2023). Statista (2023) | TV Tech (2021). Statista (2023)

Online | U.S. Online Advertising Revenue 2023. Statista (2023) | CivicScience (2023). Statista (2023) | TV Tech (2021). Statista (2023)

Print | 26 Relevant Print Marketing Statistics: 2024 Ad Spending & Impact. Financesonline.com (2024) | CivicScience (2023). Statista (2023) | TV Tech (2021). Statista (2023)

Mobile | U.S. App Market Statistics (2024). Business of Apps (2024) | Latana (2022). Statista (2023) | TV Tech (2021). Statista (2023)