2024

U.S. Distributors' Promotional Products Sales

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PPAI Promotional Products Work!

Executive Summary

Brief Overview

In 2024, the promotional products industry witnessed modest growth, with total sales volume increasing by **2.63%** to reach **$26.78** billion, up from $26.09 billion in 2023.

Distributors are increasingly diversifying their sourcing strategies, with **$4.3 billion** (**16%** of total sales) coming from non-industry providers. This shift underscores a growing reliance on alternative suppliers outside traditional networks (PPAI, ASI, SAGE) to meet evolving client demands.

Online sales contributed **25.5%** of total industry revenue (**$6.83 billion**), marking a strong **35.85%** rebound. Small distributors saw the highest growth at **36.6%**, while large distributors rebounded by **35.28%**, reinforcing the accelerating shift toward digital platforms.

Sustainable products accounted for **13.77%** of total industry sales (**$3.69 billion**), reflecting a **20%** increase from the previous year. Smaller distributors expanded their share from 11% to 15%, highlighting the growing demand for eco-friendly and ethically sourced products.

Apparel and drinkware remained the most popular product categories, with brand awareness and business gifting driving program sales. Caps and hats saw increased demand, fueled by election-related promotional activity and nonprofit sourcing.

The top industries purchasing promotional products included education, business services (B2B), and construction.

Looking ahead to 2025, **65%** of distributors expect sales growth, although profitability concerns persist due to economic uncertainty, inflation, and the expansion of tariffs on imports. As a result, distributors are focusing on sourcing diversification, digital expansion, and sustainability initiatives to navigate market challenges.

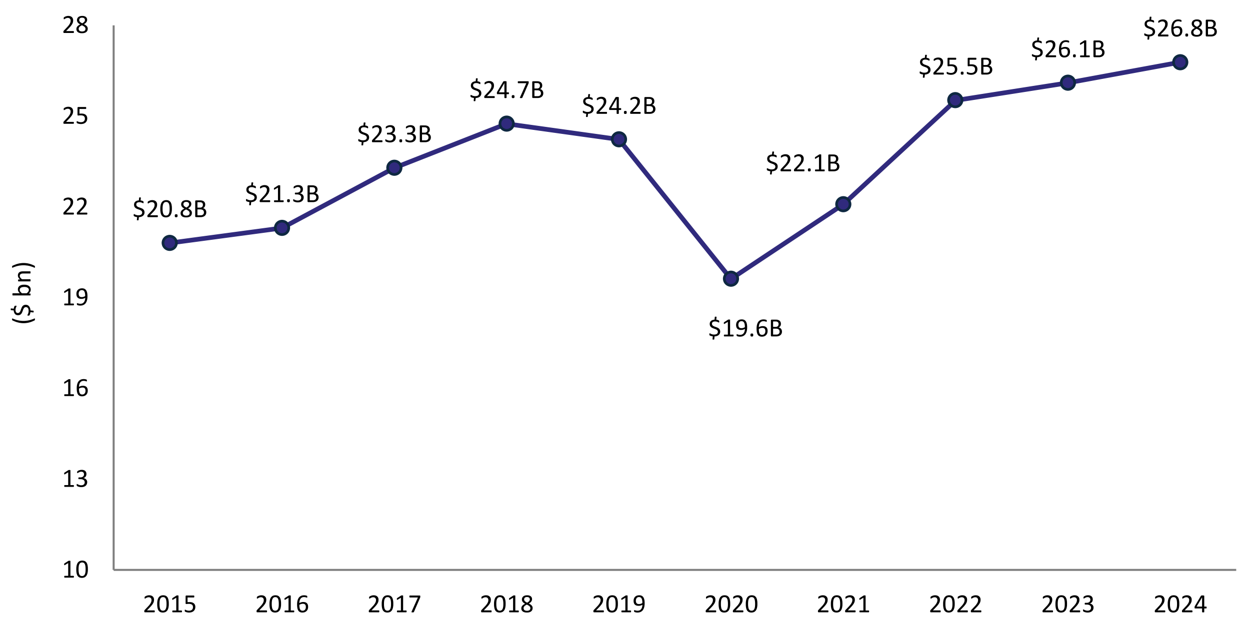
Distributors aiming for profitability are focusing on expanding their sales force, refining business processes, and enhancing marketing efforts to attract new customers.

Promotional products comprise useful and/or decorative articles of merchandise that are used in marketing and communication programs. The items include wearables, writing instruments, calendars, drinkware, and many other items, usually imprinted with a company’s name, logo, or message. Premiums, incentives, advertising specialties, business gifts, awards, and commemoratives are also considered promotional products. Promotional products are used in marketing and non-marketing (e.g., employee motivation) contexts.

Key Findings

The promotional products industry experienced moderate growth of **2.63% in** 2024, reflecting the industry's resilience despite ongoing economic challenges, including inflationary pressures and shifting consumer behavior. This growth elevated total industry sales to **$26.78 billion.**

Figure 1: Ten-Year Industry Performance



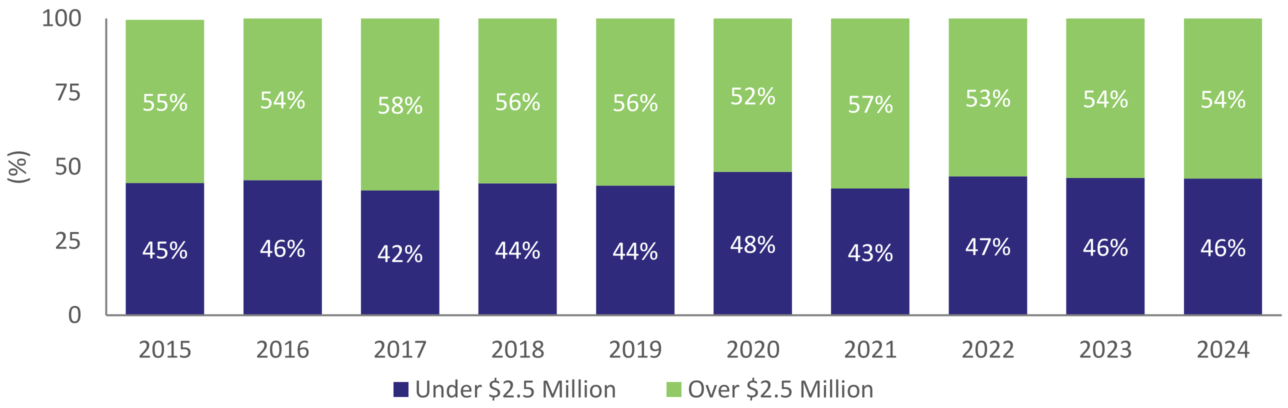
Year	Industry Performance ($)
2015	20,808,170,722
2016	21,304,931,457
2017	23,285,980,409
2018	24,746,578,839
2019	24,223,484,868
2020	19,617,112,147
2021	22,077,935,415
2022	25,522,419,472
2023	26,094,912,163
2024	**26,780,831,357**

Comparison by Sales Volume Segment

Distributors with annual sales over $2.5 million secured a substantial portion of the industry's sales volume, amounting to **$14,404,538,624**, which represents **54%** of the total. This segment is notably comprised of franchisors and firms that consolidate sales data from their franchisees.

Conversely, the collective sales of smaller distributors were recorded at **$12,376,292,733**, accounting for **46%** of the industry's volume (see Figure 2).

Figure 2: Market Share by Distributor Size, 2015-24



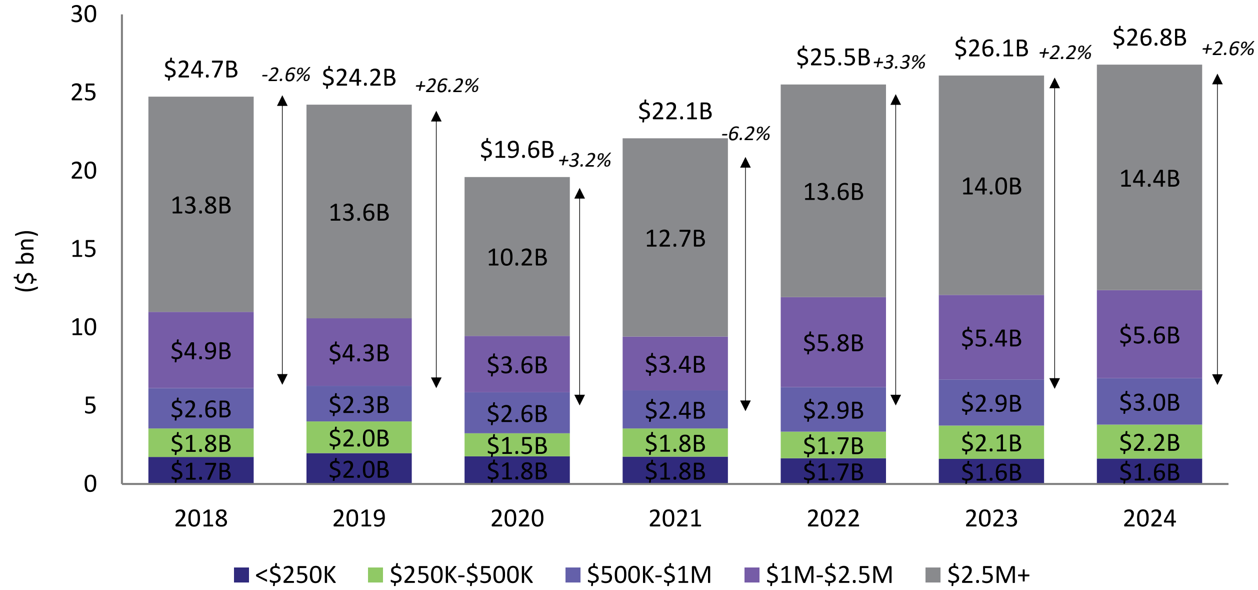
Both large and small distributors saw modest increases in their sales volumes, with growth rates of **2.75%** and **2.49%** respectively, compared to the previous year. These contributions led to an overall industry growth rate of **2.63%** for the year. For the purposes of counting the smaller segment's median in the 2024 estimate, PPAI disqualified firms registering less than $25,000 in annual sales, considering these to be not full-time businesses (see Figure 3).

Figure 3: Annual Estimate of U.S. Distributor Sales in 2024 vs. 2023

Distributor Company Size	2024 Sales Volume	2023 Sales Volume	Total Difference	Median	Annual Growth Rate (%)
Under $2.5 million	$12,376,292,733	$12,075,896,471	$300,396,262	$350,000	+2.49%
$2.5 million or over	$14,404,538,624	$14,019,015,692	$385,522,932	$7,750,000	+2.75%
Total	**$26,780,831,357**	**$26,094,912,163**	**$685,919,194**	**$8,100,000**	**+2.63%**

Sales volume growth in 2024 showed varied performance across company sizes, with mid-sized firms ($1M-$2.5M) seeing the highest growth at **4.03%**, rebounding from a dip in 2023. Larger firms ($2.5M+) grew at **2.75%**, maintaining their market dominance, while smaller firms (<$250K) saw limited growth at **1%** (see Figure 4).

Figure 4: Segmenting Industry Sales by Company Size, 2018-2024

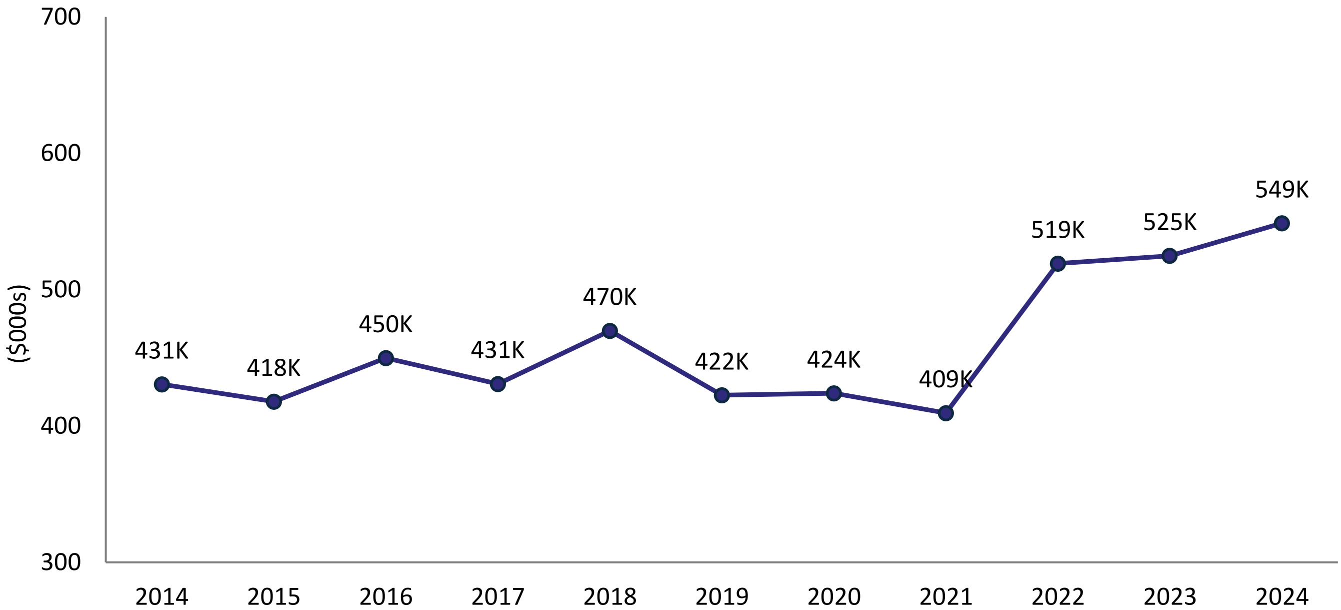


Company Size	2018	2019	2020	2021	2022	2023	2024	% Change vs. 2023
<$250K	$1.73B	$1.98B	$1.77B	$1.75B	$1.65B	$1.61B	$1.63B	**+1%**
$250K-$500K	$1.83B	$2.01B	$1.47B	$1.80B	$1.68B	$2.12B	$2.16B	**+1.54%**
$500K-$1M	$2.57B	$2.27B	$2.61B	$2.43B	$2.85B	$2.94B	$2.98B	**+1.16%**
$1M-$2.5M	$4.86B	$4.33B	$3.62B	$3.45B	$5.76B	$5.40B	$5.61B	**+4.03%**
$2.5M+	$13.75B	$13.63B	$10.15B	$12.65B	$13.58B	$14.02B	$14.40B	**+2.75%**
Total	**$24.75B**	**$24.22B**	**$19.62B**	**$22.08B**	**$25.52B**	**$26.09B**	**$26.78**	**+2.63%**

Rounded to the nearest billion

The average revenue for small distributors (<$2.5M) slightly increased to **$548,681** in 2024, up from $524,722 in 2023, indicating stable performance within this segment. The growth remains modest, reflecting consistent market conditions for small distributors (see Figure 5).

Figure 5: Sales Average (Mean) by Distributors Under $2.5 Million, 2014-2024

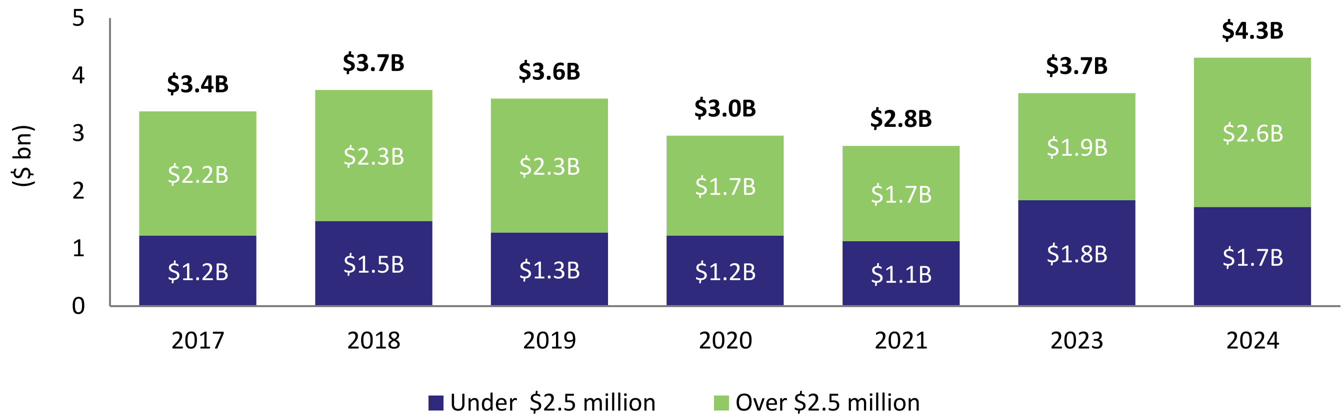


($)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Mean	430,563	417,846	449,835	430,912	469,833	422,465	423,943	409,477	519,043	524,722	548,681

Business with Non-Industry Suppliers

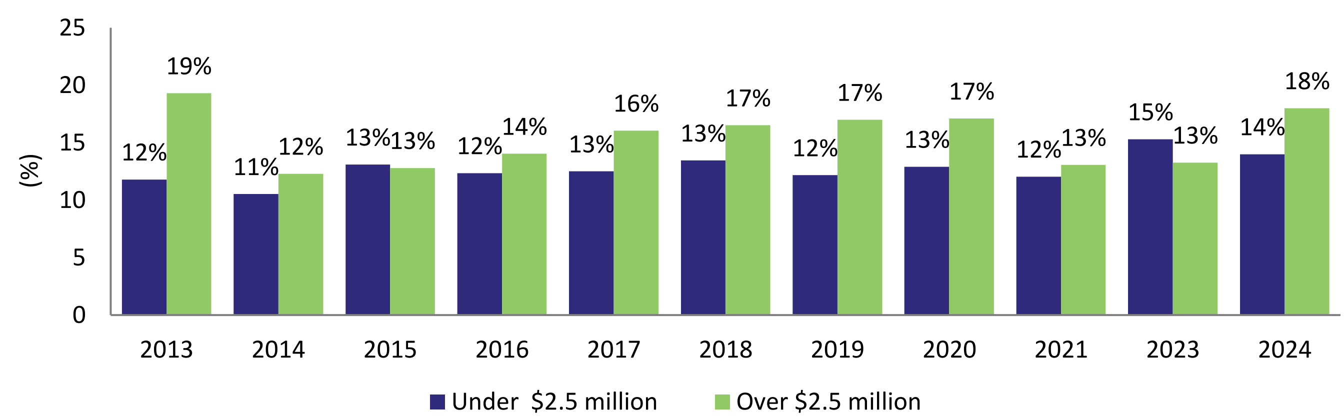
In 2024, distributors achieved **$4.3 billion** (**$4,306,357,682**) in sales from non-industry suppliers, representing **16%** of total industry sales – a **16.42%** increase from 2023 (see Figure 6). These suppliers are those not affiliated with recognized industry organizations such as PPAI, ASI, or SAGE.

Figure 6: Sales Volume with Non-Industry Suppliers, 2017-2024



Overall, more distributors are sourcing from non-industry providers, with large distributors increasing their share from 13% in 2023 to **18%** in 2024 (see Figure 7). This highlights a growing shift in procurement strategies, particularly among larger firms, as they diversify sourcing channels.

Figure 7: U.S. Distributor Business with Non-Industry Suppliers, 2013-2024



Online Sales

In 2024, online sales – covering transactions through online inventoried stores and distributor websites – totaled **$6.83 billion**, representing **25.5%** of total industry sales, up from $5.03 billion (19.3%) in 2023.

Online sales grew by 35.85% in 2024, recovering from an 11.6% decline in 2023, showing a clear resurgence in digital transactions.

Firms under $2.5M saw a 36.6% increase in online sales, while large distributors ($2.5M+) grew by 35.28%, bouncing back from a 24.52% decline in 2023.

The share of total industry sales from online channels (25.5%) is approaching pre-pandemic highs (25.7% in 2021), signaling sustained long-term digital adoption.

Additionally, **84%** of large distributors and **60%** of small distributors reported engaging in online sales, an increase from 81% and 58%, respectively, in 2023. These estimates may not fully represent actual online sales, as many businesses do not differentiate sales sources in their reporting, potentially understating true online sales figures.

Figure 8: Online Sales Contribution to Distributor Business, 2017-2024

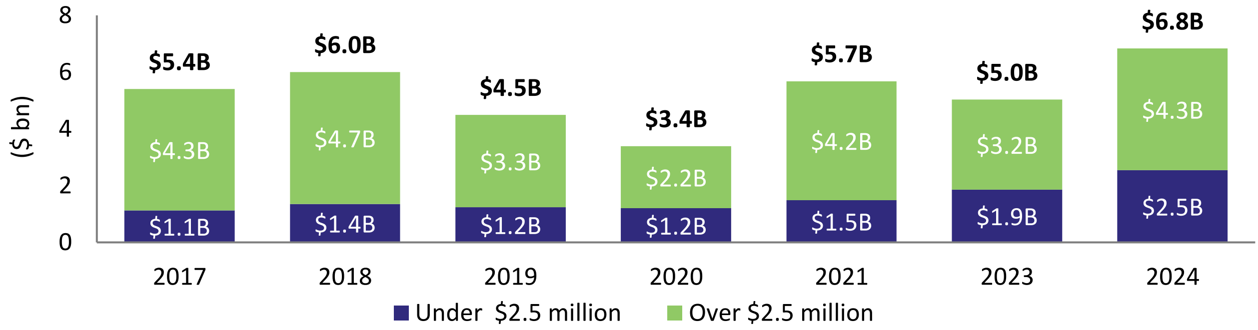
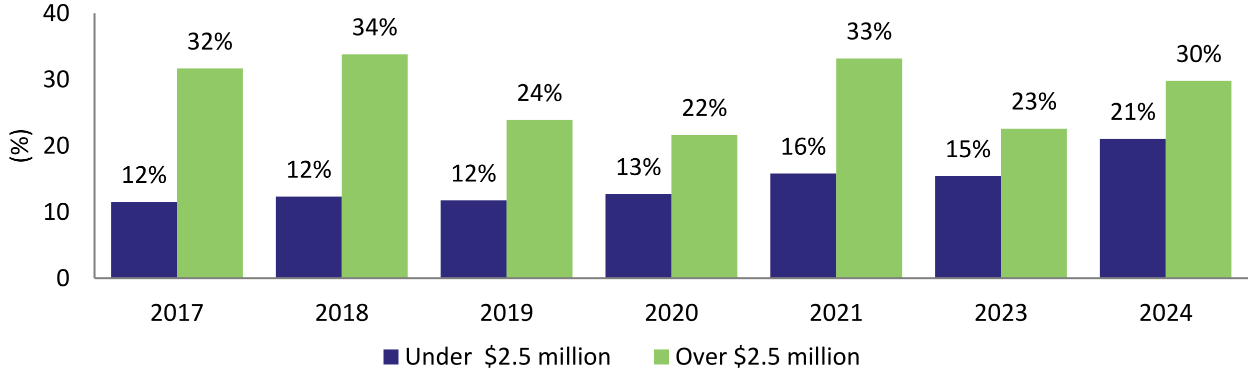


Figure 9: Online Sales as Percentage of Total Sales Volume, 2017-2024



Online Sales Through Inventoried Stores and Company Websites

Online inventoried stores are online company stores that allow customers and employees to order branded merchandise from a preselected inventory managed by a promotional products distributor.

In 2024, online sales saw significant growth, with estimated sales from inventoried stores reaching **$2.35 billion**, up from $2.06 billion in 2023. Similarly, website-based sales grew to **$1.40 billion**, compared to $1.07 billion last year. Large distributors continue to drive the majority of online sales, generating **68%** of inventoried store transactions and **53%** of website-based sales.

It should be noted that these estimates may not fully capture the actual sales volumes. A significant number of distributors do not distinguish between sales sources when tracking online transactions, potentially leading to underestimation.

Figure 10: Online Sales through Inventoried Stores

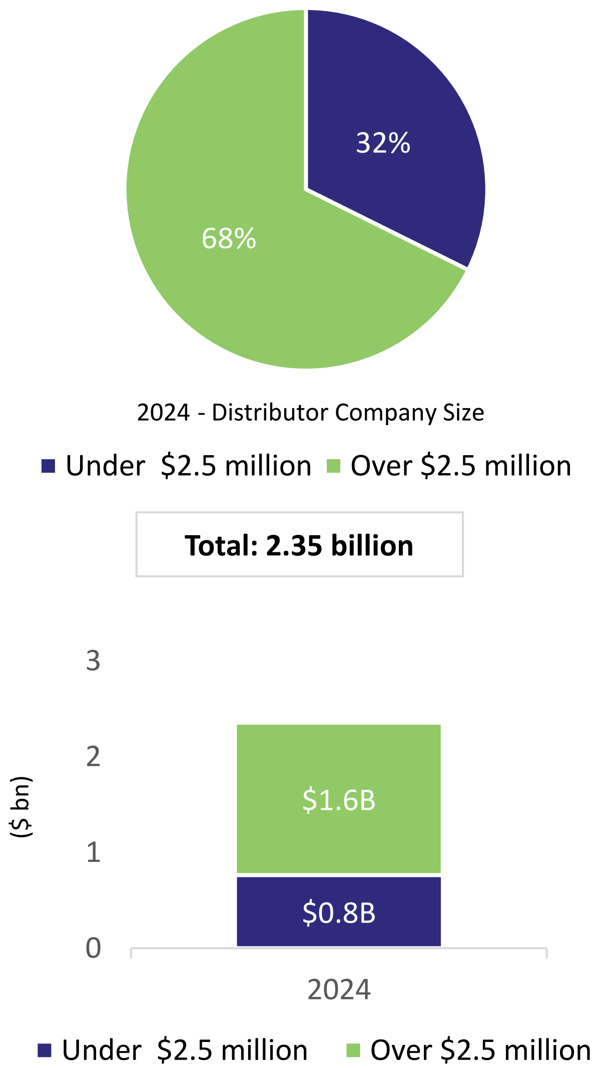
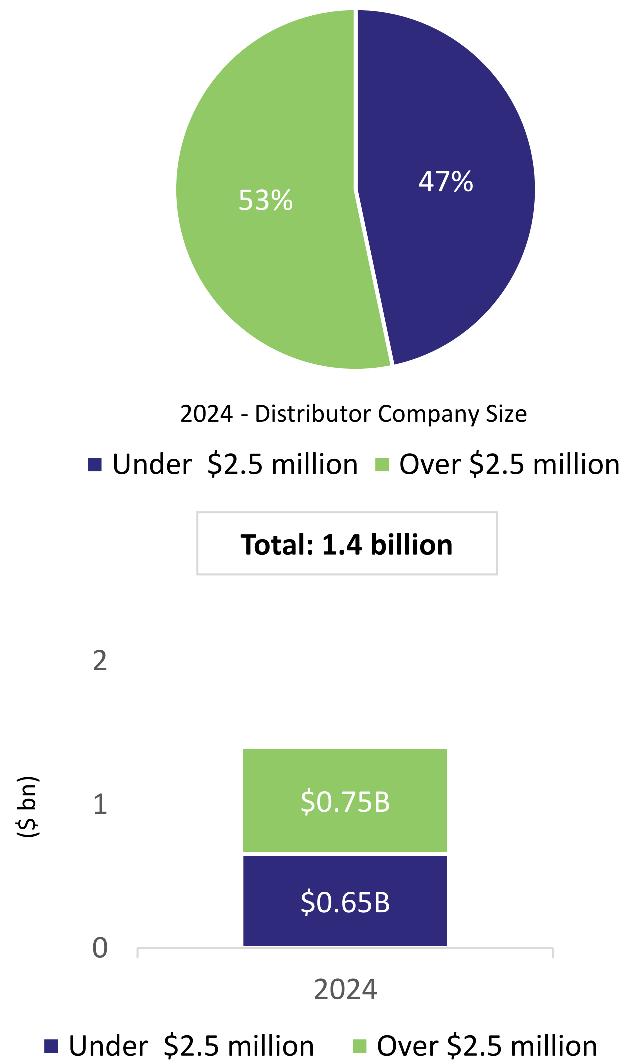


Figure 11: Online Sales through Website



Retail Branded Products Sales

Retail branded products are defined as consumer-facing, brand-name products that add a sense of distinction to incentive and recognition programs and individual end-user gifts.

The sales volume estimate for retail branded products is **$5.3 billion** or **19.6%** of the industry's total sales in 2024. This reflects a **7.6%** increase from $4.9 billion in 2023. The growth is partly driven by small distributors, who saw an **11.55%** increase, compared to large distributors, whose retail branded product sales grew by **4.6%** from the previous year.

Compared to prior years, small distributors have consistently had a higher proportion of retail branded products out of total sales, except in 2023. While large distributors maintained their **20%** share in 2024, small distributors are regaining ground, increasing from 17% to **19%** (see Figure 13).

The study began tracking retail brand sales in 2018 and has seen a relatively steady growth except for 2019, which displays a significant spike that may have been the result of a change to the question or data accounting process.

Figure 12: Retail Branded Products Sales Contribution to Distributor Business, 2018-2024

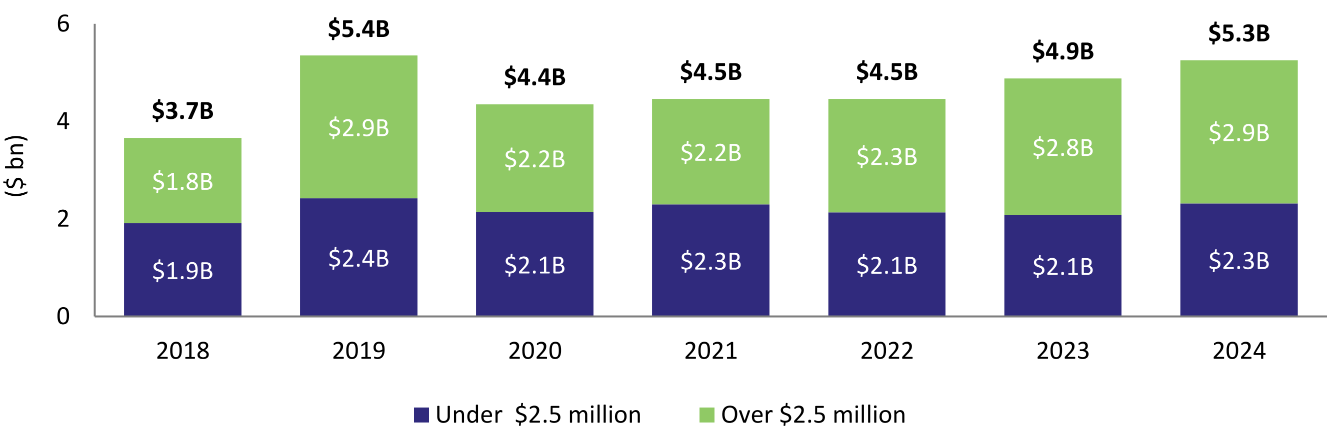
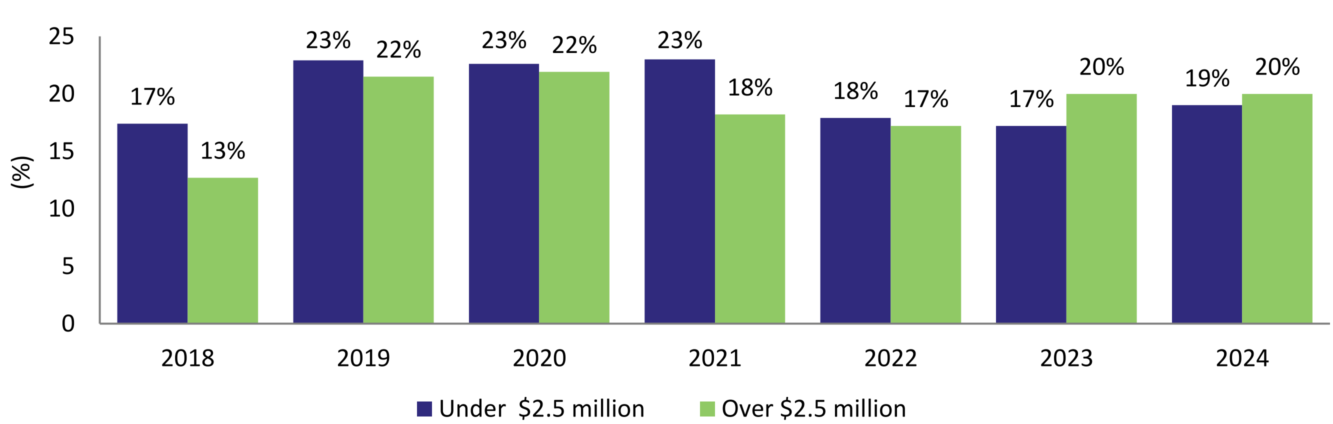


Figure 13: Percentage of Retail Branded Product Sales, 2018-2024



Sustainable Products Sales

In 2024, sales in the sustainable products category reached an estimated **$3.69 billion**, reflecting the appeal of their eco-friendly attributes across production, usage, and disposal. This category includes reusable items, goods made from recycled materials, biodegradable or compostable products, third-party certified items, products with take-back programs, and goods manufactured in the USA.

Sustainable products accounted for **13.77%** of total industry sales, marking a **20%** increase from $3.1 billion in 2023. This growth was driven by smaller distributors (<$2.5M), whose sustainable product sales surged, increasing their share from 11% in 2023 to **15%** in 2024. Large distributors also expanded their sustainable offerings, with their share rising from 12% to **13%**.

The rapid rise in sustainable sales among smaller distributors suggests increased accessibility, wider product availability, and growing demand from end buyers for eco-friendly solutions at all business levels.

Figure 14: Sustainable Products Sales Contribution to Distributor Business, 2019-2024

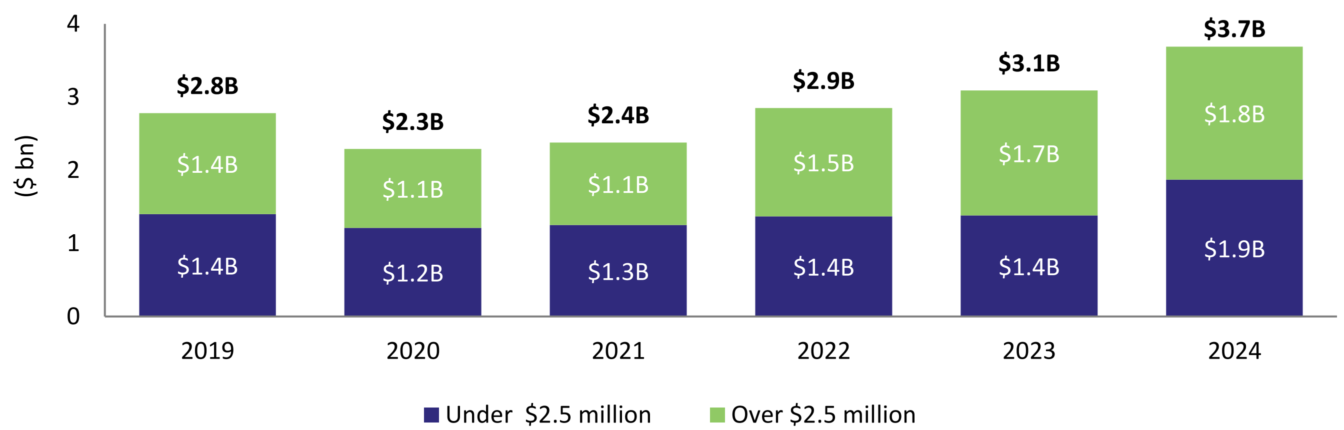
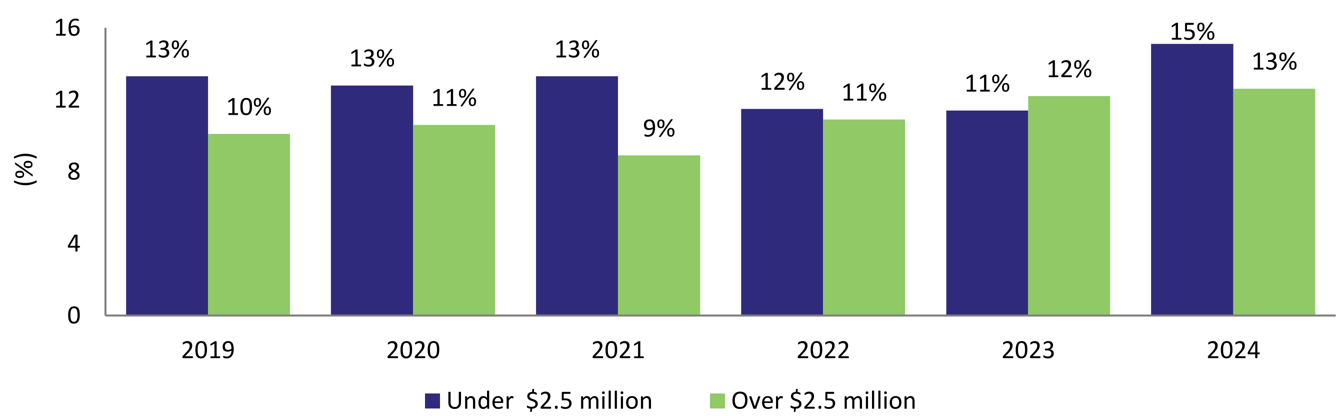


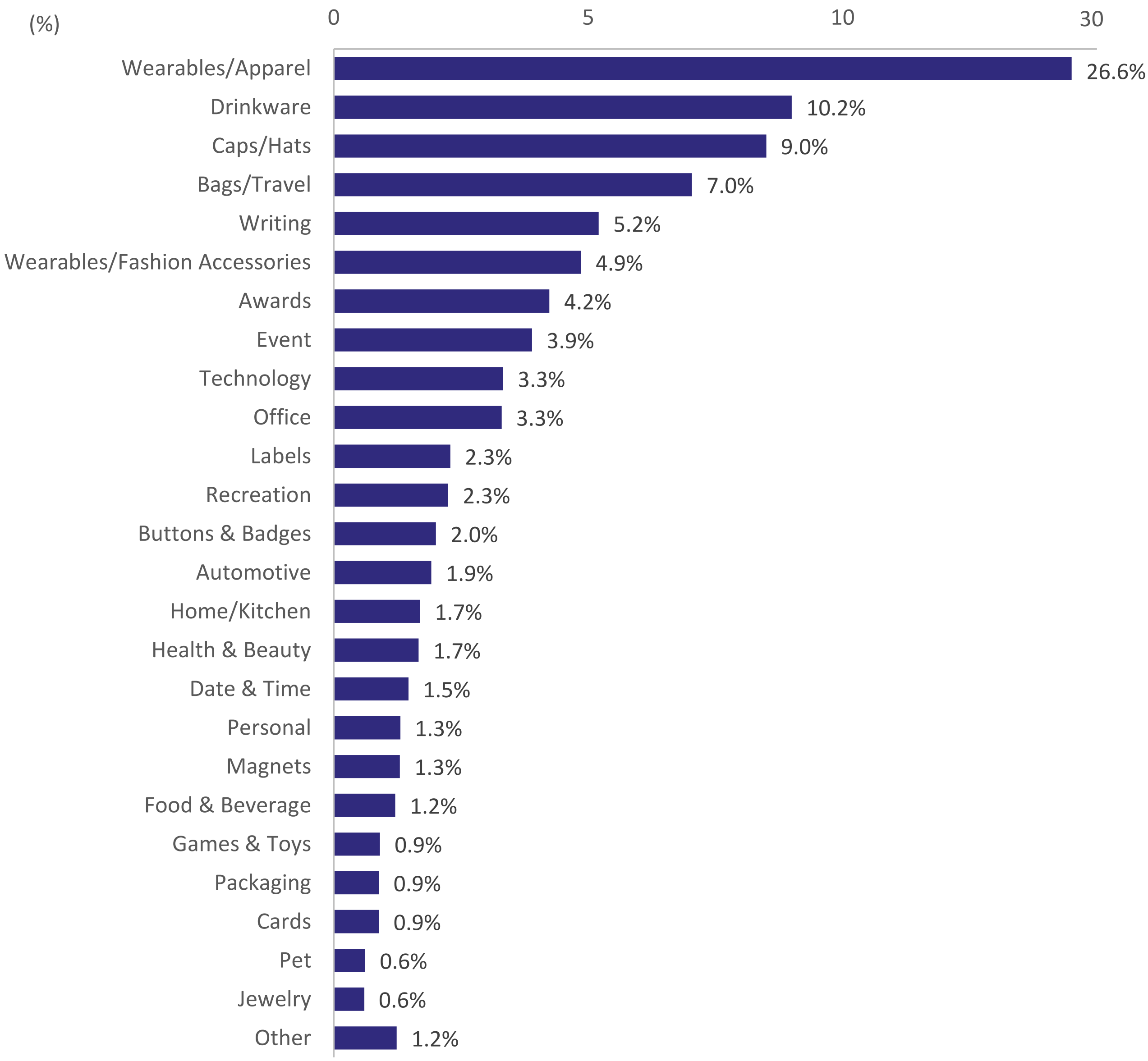
Figure 15: Percentage of Sustainable Promotional Products Sales, 2019-2024



Sales by Product Categories

As in previous years, apparel and drinkware were the most commonly sold promotional product categories.

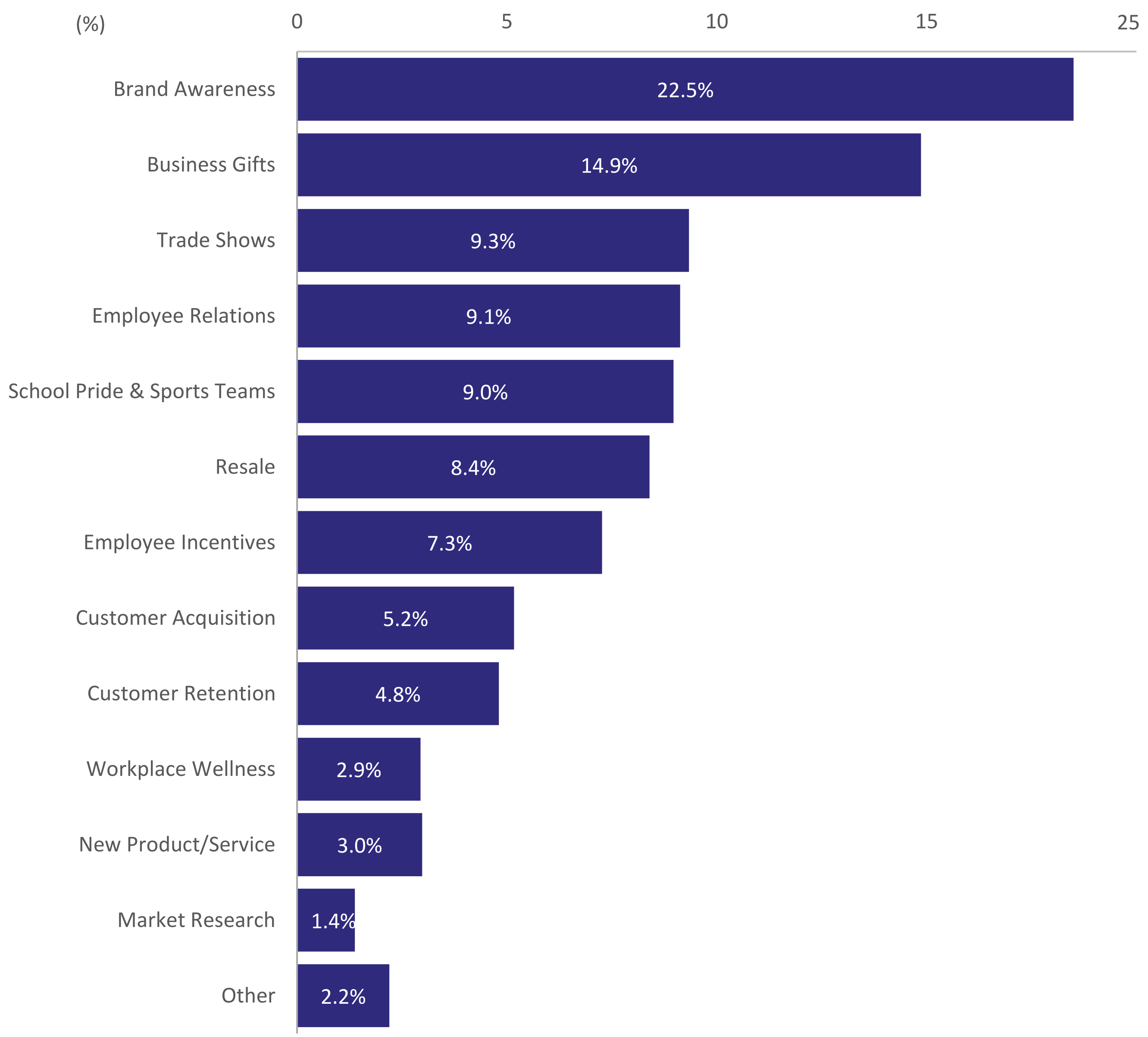
Figure 16: Sales Volume Distribution by Product Category



Sales by Program Categories

Brand awareness and business gifts are the most common program categories for promotional products purchases.

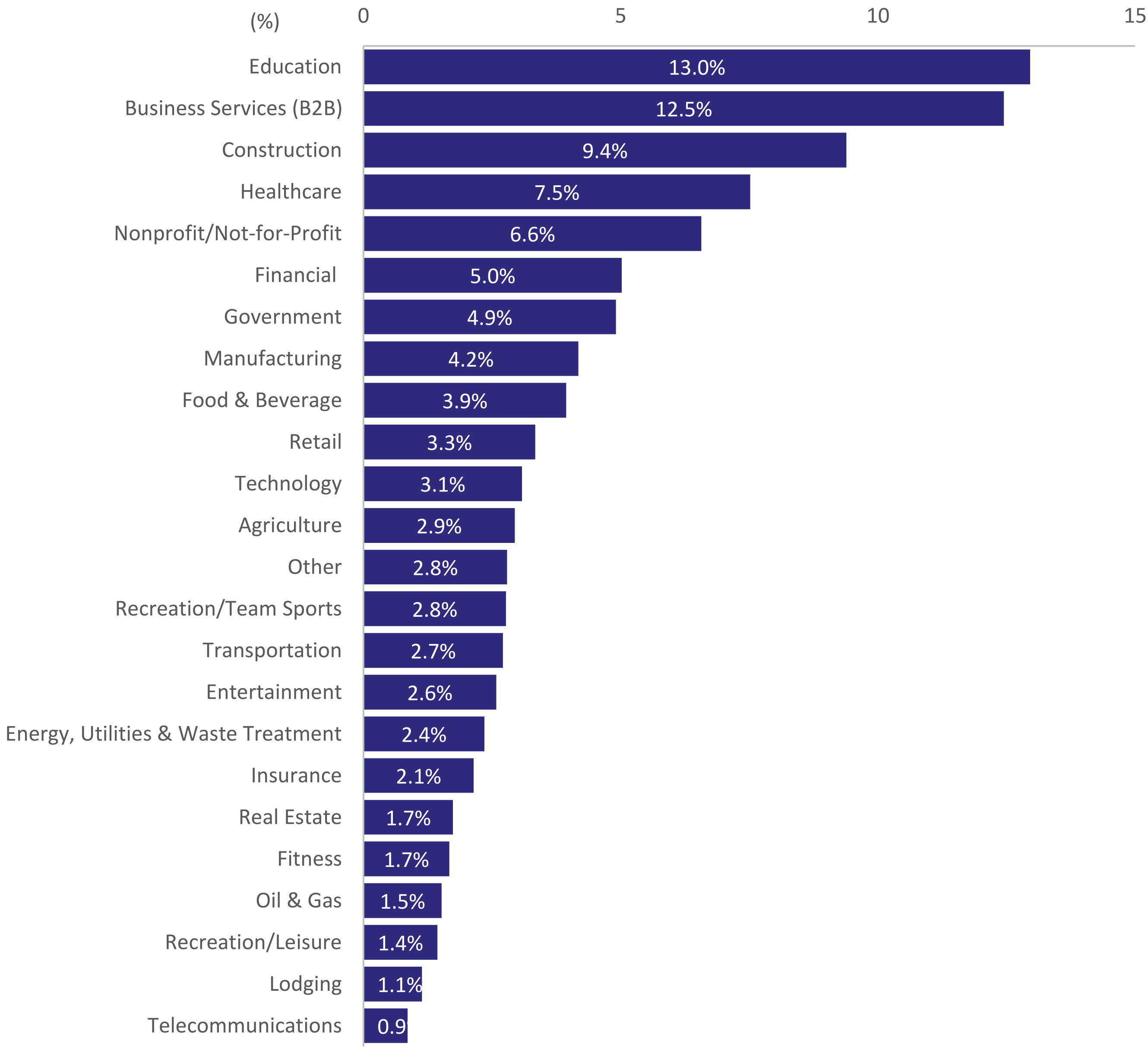
Figure 17: Sales Volume Distribution by Program Category



Sales by Industry

The education industry, followed by business services (B2B) and construction, ranked among the top three industries buying promotional products.

Figure 18: Sales Volume Distribution by Industry



Comparison with Past Year

Over half of distributors (**53%**) experienced higher sales and profits in 2024 compared to 2023 (see Figure 19).

Large distributors saw the steepest increase, with nearly **7 in 10** reporting higher sales and almost **6 in 10** reporting higher profits compared to 2023.

Although half of small distributors reported experiencing higher sales, less than half saw an increase in profit levels (see Figure 20).

Figure 19: U.S. Distributors Sales Experience, Comparing 2024 to 2023

2024 sales were …

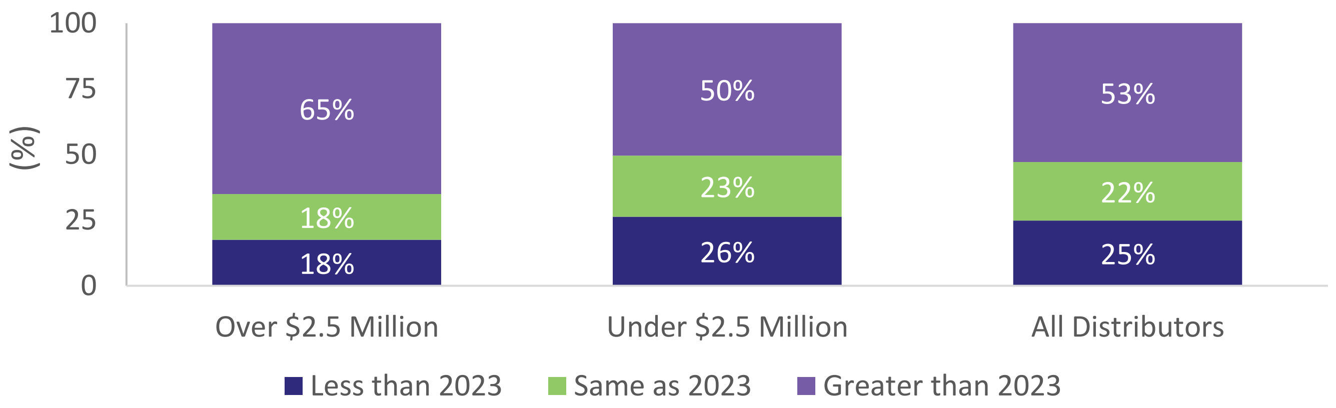
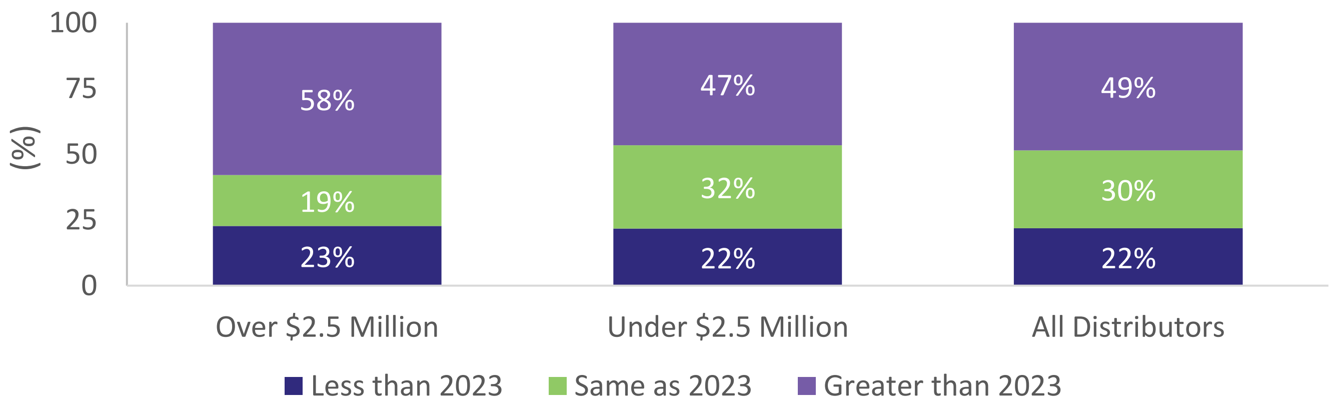


Figure 20: U.S. Distributors Profit Experience, Comparing 2024 to 2023

2024 profits were …



Expectation for 2025

Nearly **7 in 10** distributors (**65%**) who participated in the 2024 survey expect **higher sales** for 2025, especially large distributors (**85%**) (see Figure 21).

The outlook for 2025 is optimistic, with strong expectations for increased sales, especially among large distributors. More than half of the distributors are also expecting **higher profits**, suggesting they are adapting strategies to capitalize on market opportunities and optimize margins (see Figure 22).

Figure 21: Distributors' 2025 Sales Predictions

2025 sales expected to be ...

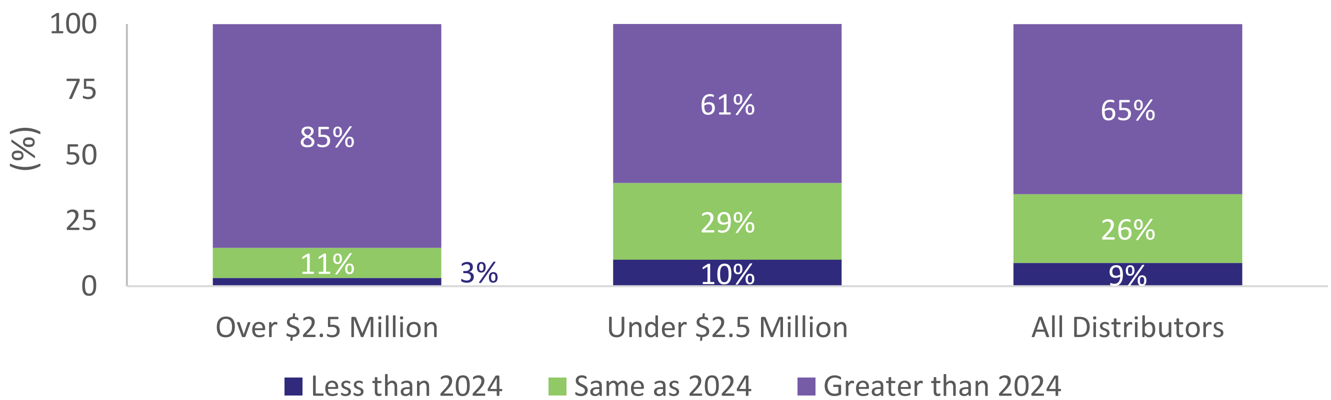
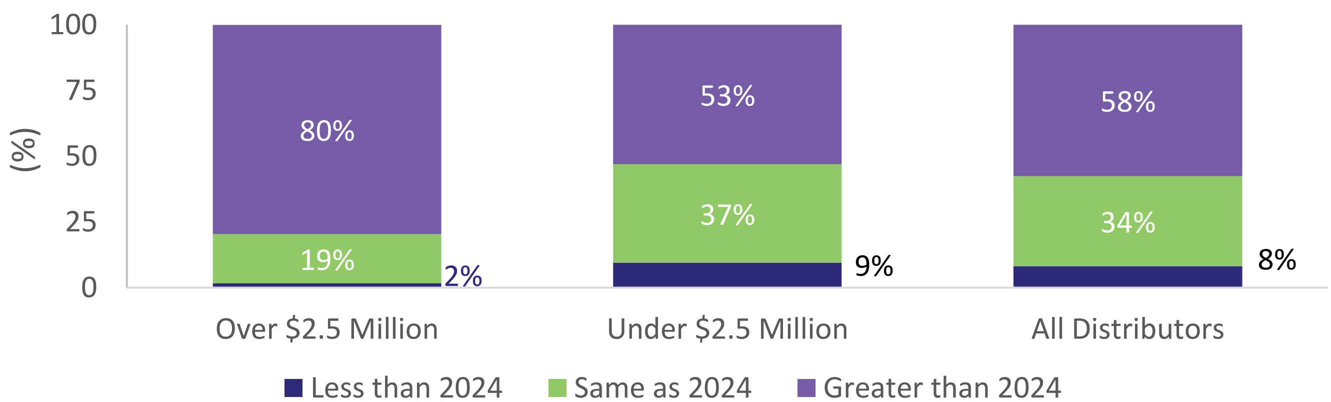


Figure 22: Distributors' 2025 Profit Predictions

2025 profit expected to be ...



Other Business Trends

About **5 in 10** distributors (**48%**) indicated that digital marketing and e-commerce platforms had a significant or moderate impact on sales in 2024, particularly large distributors (**81%**).

While small distributors are seeing emerging opportunities in new markets and diversified product lines, large distributors are focusing on e-commerce and new markets.

Figure 23: Impact of Digital Marketing and e-Commerce platforms on Promotional Products Sales in 2024

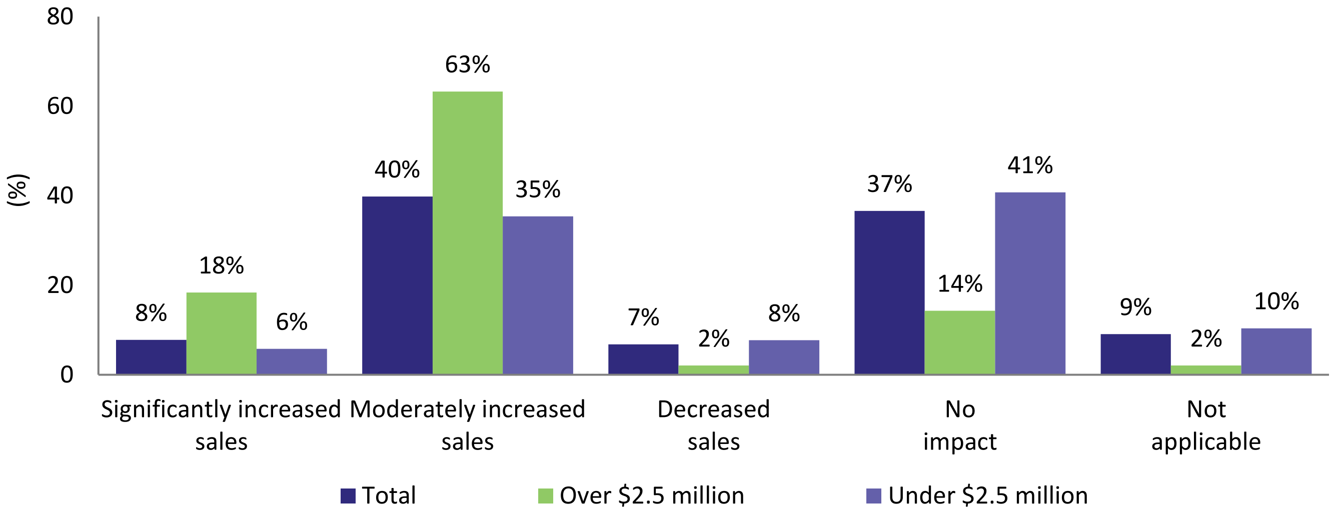
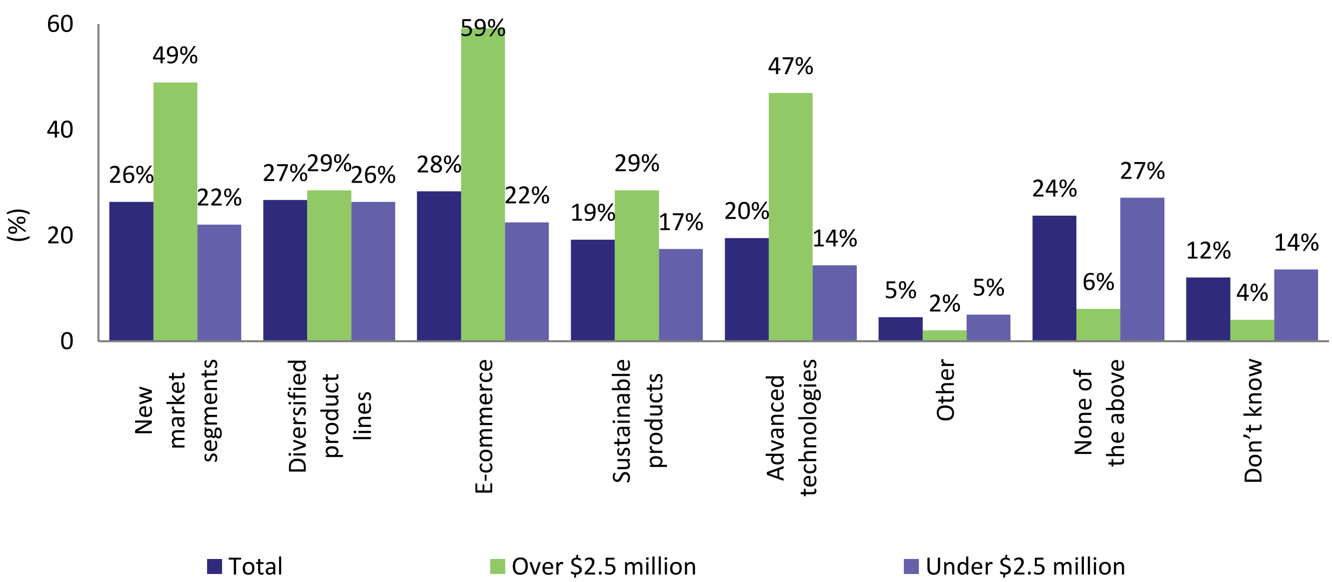


Figure 24: Emerging Business Opportunities in 2024



Other Business Trends

More large distributors are seeing a demand for eco-friendly promotional products and are taking initiatives to promote this category through product offerings, education, recycling programs, and carbon footprint reduction.

Figure 25: Change in Demand for Eco-Friendly/Sustainable Promotional Products in 2024

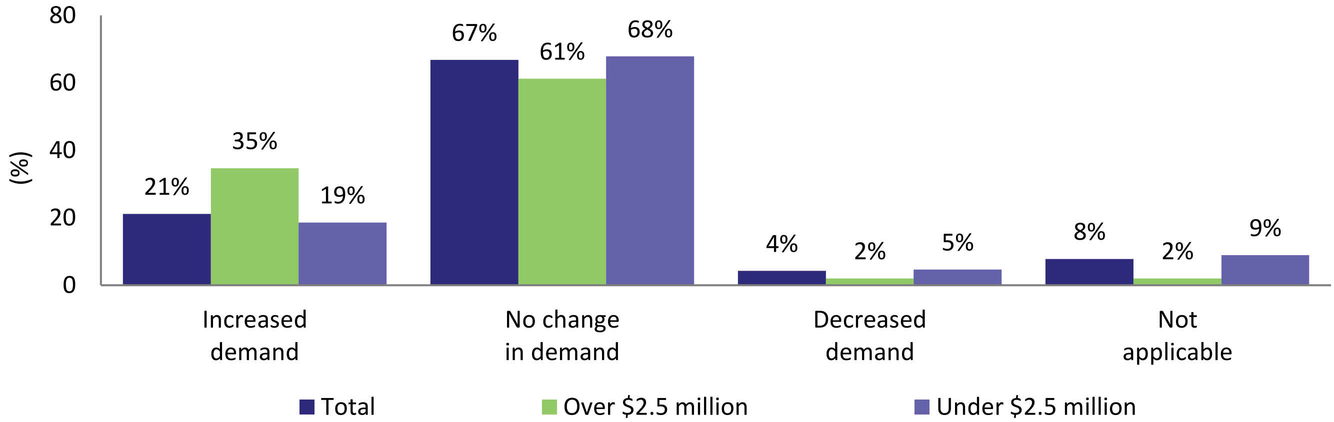
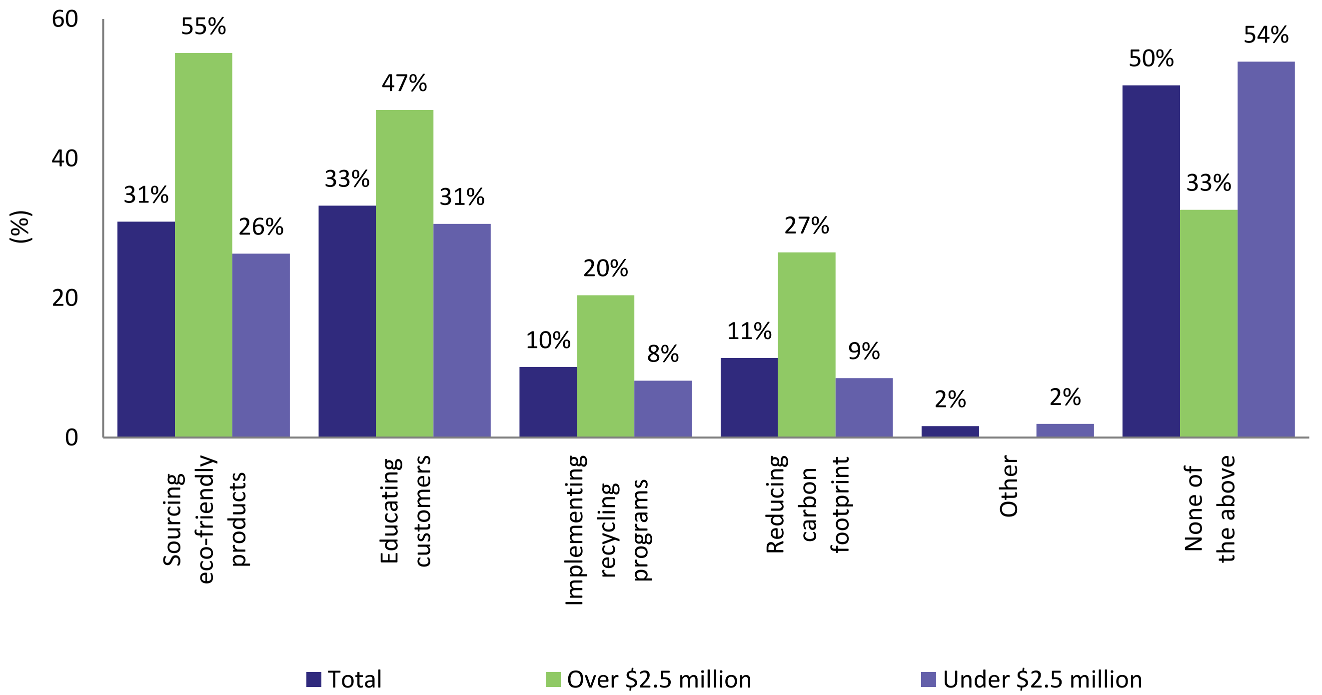


Figure 26: Sustainability Initiatives in Promotional Products in 2024



Other Business Trends

Most distributors have not integrated new technologies into their marketing programs. Those who have done so are often found in the large distributor segment and adopting e-commerce platforms, CRM systems, AI for customer insights, and operations automation.

Figure 27: Company Has Integrated New Technologies (e.g., AI, AR, VR) into the Marketing or Selling of Promotional Products in 2024

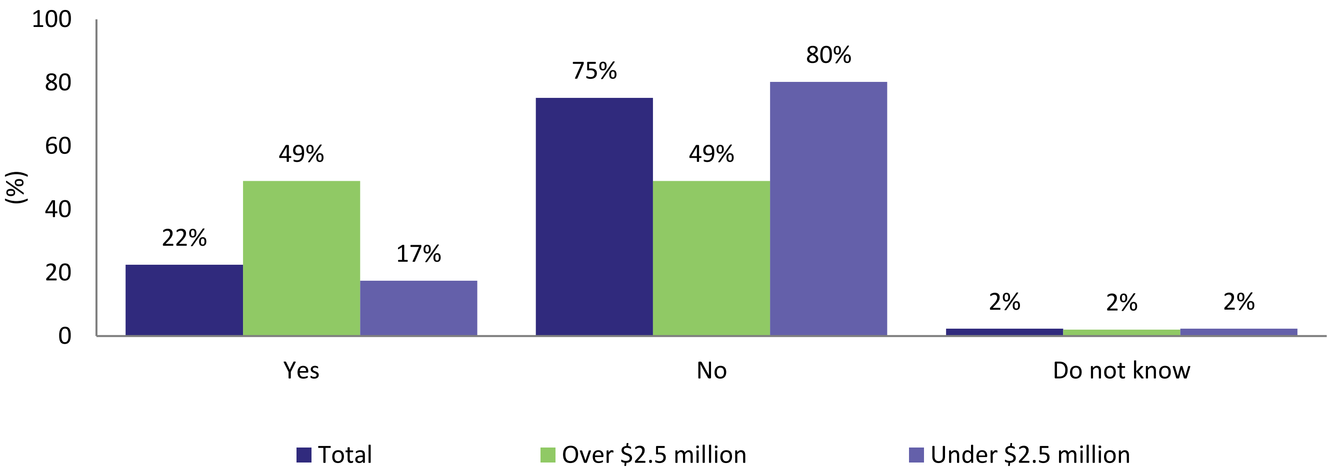
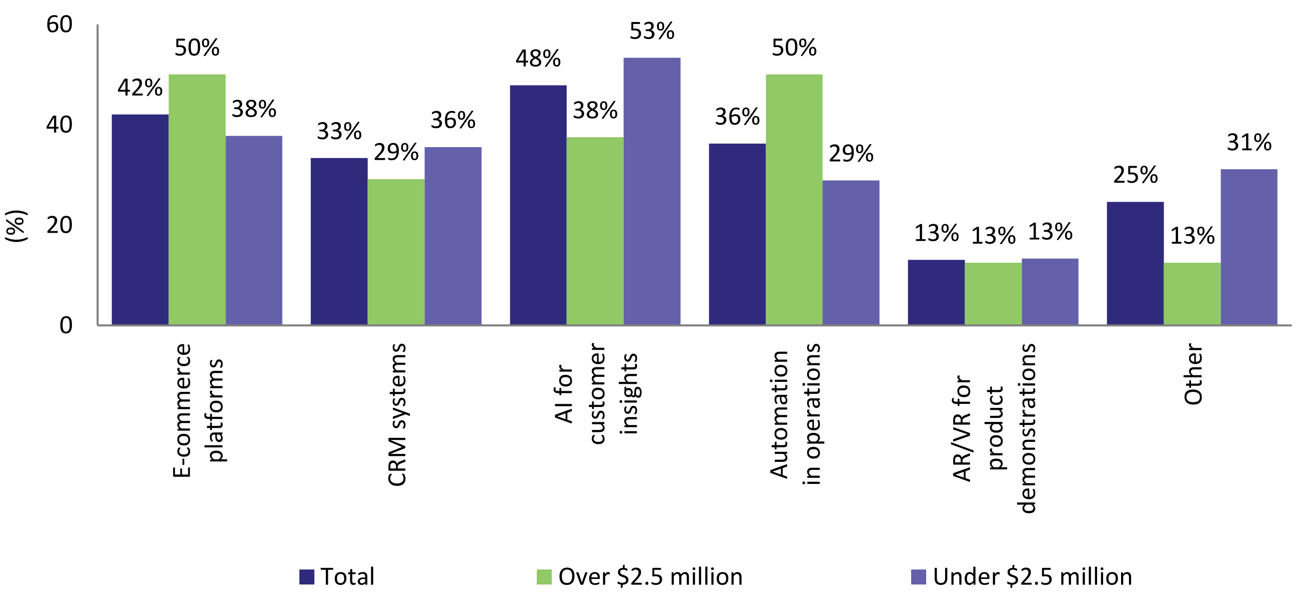


Figure 28: Application Areas for Integrated New Technologies (e.g., AI, AR, VR) into the Marketing or Selling of Promotional Products in 2024



Other Business Trends

About **8 in 10** distributors (**76%**) indicated that supply chain disruptions had a minimal or no effect on their businesses in 2024 (see Figure 29).

PPAI's educational opportunities and in-house training are the most common training channels across distributors. However, larger distributors are more likely to rely on in-house training courses. However, **4 in 10** distributors don't offer training to employees (see Figure 30).

Figure 29: Impact of Supply Chain Disruptions in 2024

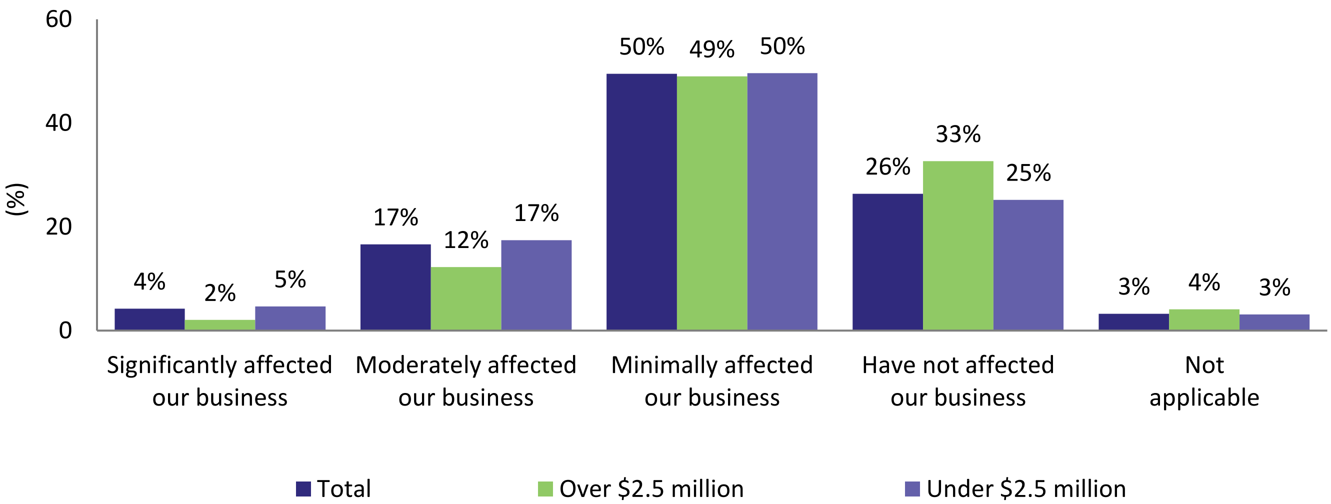
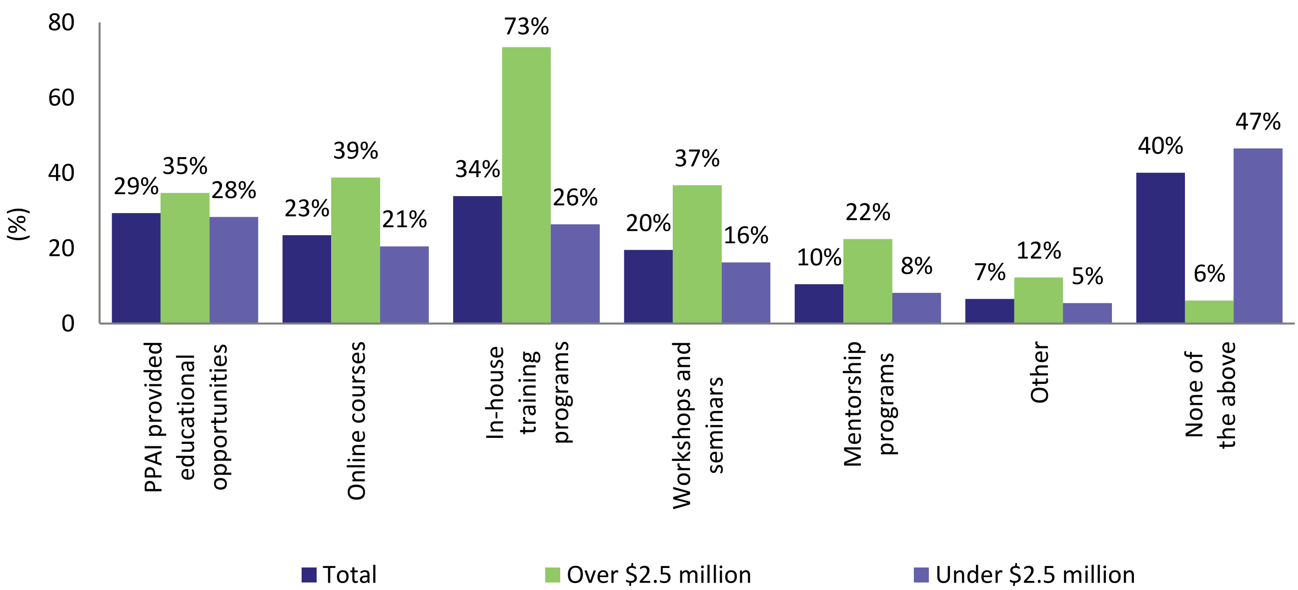


Figure 30: Training Provided to Employees in 2024



Purpose of the Research

Since 1965, the Promotional Products Association International (PPAI) and its predecessors have secured data on the annual sales of distributors. 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.

The current method of study was adopted in 1983 after an extensive examination of the strengths and weaknesses of sales reporting methods used by several other marketing-related industries, including mass media advertising. Since then, the basic methodology and objective of the research to produce a valid estimate of distributor sales in the United States have remained unchanged. Modifications have been reviewed over time by PPAI's Marketing Information & Research Committee and expanded where desirable (for example, in assessing internet activity in business sales).

With few exceptions (largely in the aftermath of the 9/11 terrorism-abetted economic downturn in 2002, the global recession beginning in fall 2008, and the COVID-19 pandemic in 2019-2020), this Annual Estimate of U.S. Distributor Promotional Products Sales has shown a general increase in business over the years and has even eclipsed the growth rates in many mass media advertising and promotion alternatives. As a result, the survey has become an important element in revealing the changing picture of the promotional products industry in context. This continues to be relevant as the global pandemic caused by COVID-19 has affected the economies of many countries through different waves, including the U.S., which is still feeling the economic impact of disrupted supplier chains, inflation, and job market changes in different industries.

This year, PPAI's Annual Estimate of Distributors' Sales figures is based on an independent email/mail survey of industry distributors (including PPAI members and nonmembers) conducted from December 2024 to January 2025 by Relevant Insights LLC, an independent market research firm. In addition, a census of the largest firms was also undertaken. Responses projected across the entire distributor population combine sales for small distributors (under $2.5 million) and large distributor firms (over $2.5 million) to determine the total promotional products dollar volume.

APPENDIX

Historical Context

Figure A is a summary of distributor sales using a longitudinal 50-year overview. This documents how the industry historically has experienced solid growth except for the 2001-02, 2008-09, and 2019-20 downturns impacted by global events. After the 2008-09 recession, the industry experienced a long growth period, which was interrupted by a decline in 2019 that was accelerated by the global COVID-19 pandemic crisis in 2020.

Figure A: Historical Sales Data from 1974-2024

Year	($)	% Change	Year	($)	% Change
1974	0.8	9.60%	2000	17.9	19.50%
1975	0.9	17.80%	2001	16.6	-7.29%
1976	1.1	16.90%	2002	15.6	-5.59%
1977	1.3	20.00%	2003	16.3	5.57%
1978	1.5	17.20%	2004	17.3	5.94%
1979	1.8	11.40%	2005	18.0	4.06%
1980	2.0	15.20%	2006	18.8	4.25%
1981	2.3	5.10%	2007	19.4	3.50%
1982	2.4	16.40%	2008	18.1	-6.89%
1983	2.8	5.00%	2009	15.6	-13.60%
1984	2.9	4.30%	2010	16.6	5.89%
1985	3.1	24.20%	2011	17.7	7.00%
1986	3.8	3.70%	2012	18.5	4.38%
1987	4.0	5.10%	2013	19.8	7.19%
1988	4.2	7.70%	2014	20.0	1.09%
1989	4.5	11.90%	2015	20.8	3.82%
1990	5.0	2.40%	2016	21.3	2.38%
1991	5.1	1.80%	2017	23.3	9.33%
1992	5.2	19.20%	2018	24.7	6.27%
1993	6.2	12.60%	2019	24.2	-2.11%
1994	7.0	14.70%	2020	19.6	-19.02%
1995	8.0	18.10%	2021	22.1	12.5%
1996	9.5	25.10%	2022	25.5	15.6%
1997	11.9	11.00%	2023	26.1	2.24%
1998	13.2	13.30%	2024	26.8	**2.63%**
1999	14.9				

Table A: Historical Sales Data, 1974-2024

Year	Sales Volume	% Growth	Year	Sales Volume	% Growth
1974	$841,090,990	n/a	**2000**	$17,854,482,234	19.50%
1975	$921,835,730	9.60%	**2001**	$16,552,291,971	**-7.29%**
1976	$1,085,922,500	17.80%	**2002**	$15,626,739,093	**-5.59%**
1977	$1,269,443,500	16.90%	**2003**	$16,341,132,020	5.57%
1978	$1,525,871,200	20.00%	**2004**	$17,311,730,376	5.94%
1979	$1,787,863,300	17.20%	**2005**	$18,013,763,753	4.06%
1980	$1,991,679,800	11.40%	**2006**	$18,779,654,661	4.25%
1981	$2,294,415,200	15.20%	**2007**	$19,440,837,547	3.50%
1982	$2,411,430,400	5.10%	**2008**	$18,101,298,808	**-6.89%**
1983	$2,806,904,700	16.40%	**2009**	$15,638,571,468	**-13.60%**
1984	$2,947,249,972	5.00%	**2010**	$16,560,162,075	5.89%
1985	$3,075,031,425	4.30%	**2011**	$17,721,945,690	7.00%
1986	$3,818,000,000	24.20%	**2012**	$18,497,646,229	4.38%
1987	$3,959,000,000	3.70%	**2013**	$19,826,873,723	7.19%
1988	$4,161,000,000	5.10%	**2014**	$20,042,228,931	1.09%
1989	$4,480,354,632	7.70%	**2015**	$20,808,170,722	3.82%
1990	$5,012,299,487	11.90%	**2016**	$21,304,931,457	2.39%
1991	$5,129,843,059	2.40%	**2017**	$23,285,980,409	9.30%
1992	$5,220,251,205	1.80%	**2018**	$24,746,578,839	6.27%
1993	$6,222,347,119	19.20%	**2019**	$24,223,484,868	**-2.11%**
1994	$7,008,438,092	12.60%	**2020**	$19,617,112,147	**-19.02%**
1995	$8,037,054,605	14.70%	**2021**	$22,077,935,415	12.54%
1996	$9,490,373,011	18.10%	**2022**	$25,522,419,472	15.6%
1997	$11,874,907,786	25.10%	**2023**	$26,094,912,163	2.24%
1998	$13,178,944,927	11.00%	**2024**	**$26,780,831,357**	**2.63%**
1999	$14,937,546,446	13.30%			

Table B: Distributor Sales Volume by Segment, 2013-2024

Distributor Company Size	Under $2.5 million	Over $2.5 million	All distributors
2013 Sales	$10,087,516,005	$9,739,357,718	$19,826,873,723
2014 Sales	$9,913,592,681	$10,128,636,250	$20,042,228,93
2015 Sales	$9,256,371,349	$11,551,799,373	$20,808,170,722
2016 Sales	$9,705,916,077	$11,599,015,380	$21,304,931,457
2017 Sales	$9,792,129,462	$13,493,850,947	$23,285,980,409
2018 Sales	$10,994,099,736	$13,752,479,103	$24,746,578,839
2019 Sales	$10,589,074,799	$13,634,410,069	$24,223,484,868
2020 Sales	$9,466,975,349	$10,150,136,798	$19,617,112,147
2021 Sales	$9,423,672,556	$12,654,262,859	$22,077,935,415
2022 Sales	$11,945,196,520	$13,577,222,952	$25,522,419,472
2023 Sales	$12,075,896,471	$14,019,015,692	$26,094,912,163
2024 Sales	$12,376,292,733	$14,404,538,624	$26,780,831,357
Change vs. 2023 (%)	*+2.49%*	*+2.75%*	*+2.63%*

Research Methodology

PPAI has researched and released industry sales data since 1965. This annual distributor sales study for PPAI is generally considered the most definitive and comprehensive of its kind in the industry based on actual sales reported by U.S. promotional products distributorships of all sizes. The survey was conducted by Relevant Insights LLC, an independent market research firm, on behalf of PPAI.

To compile the 2024 Estimate of U.S. Distributors' Promotional Products Sales for PPAI, the survey was distributed both via email to both PPAI member and nonmember promotional products distributorships. The sample was drawn from PPAI and UPIC (Universal Promotional Identification Code) lists.

The top 50 distributors were also reached by phone to make sure their information was included in the analysis, since the omission of any distributor with a large volume of business could distort the statistics.

Data from prior research conducted by PPAI and PPAI's database were also used in the sales volume estimation.

Those surveyed were given the following definition of promotional products:

Promotional products are defined as products custom designed and purchased for business purposes. Customizations can be printed, engraved, embroidered, or stitched and may include a company's name, logo, or message. Recipients can vary from internal personnel, such as staff, faculty, or volunteers, to current or prospective customers of a brand. Examples include, but are not limited to, apparel, accessories, office supplies, or awards, and generally given to recipients at no cost.

Participants were asked to provide information about:

- Total gross sales.
- Percentage of gross sales that was strictly promotional products as defined above.
- Percentage of promotional products sales that came from non-industry suppliers. ("Non-industry suppliers" are defined as suppliers that are NOT listed with at least one of the following: PPAI, ASI, or SAGE.)
- Percentage of total sales in current year of promotional products generated through online sales. (Online sales are defined as sales resulting from customer orders placed through an online store or website, NOT orders transmitted online by your field sales force.)
- Affiliation with franchise or distributor networks, specifically those identified as part of major promotional product and print marketing franchises, were excluded to avoid double reporting under their respective franchises.
- State in which their company was located (headquarters, if multiple locations).
- Percentage of sales from the state where the company was headquartered.
- Changes in current year sales and profits in comparison to previous year.
- Reasons for next year's profit predictions.
- Sales and profit predictions for current year in comparison with previous year.
- Distributors' sales by programs and products.

Product Category Definitions (1/2)

Automotive: License plate frames, air fresheners, window shades, car chargers, ice scrapers, etc. Does not include bumper stickers (labels), window clings (labels), decals (labels), keychains (personal).

Awards: Trophies, plaques, ribbons, medals, frames, lapel pins, certificate & diploma folders, etc. Does not include clocks (date & time).

Bags/Travel: Briefcases, messenger bags, duffel bags, fanny packs, travel bags, laundry bags, totes, backpacks, passport cases, toiletry cases, luggage tags, garment bags, etc. Does not include coolers (recreation), pet carriers (pet), gift bags (packaging), wallets (personal).

Buttons & Badges: Embroidered patches, button pins, name badges, clothing magnets, etc. Does not include lapel pins (awards), badge holders (event).

Cards: Gift cards, membership cards, loyalty cards, key cards & tags, etc. Does not include greeting cards (office).

Caps/Hats: Baseball caps, flat bill caps, helmets, visors.

Date & Time: Clocks, wall calendars, magnetic calendars, desk calendars, planners, etc. Does not include watches (jewelry).

Drinkware: Water bottles, shaker bottles, vacuum bottles, flasks, beverage sleeves, tumblers, mugs, thermos, stadium cups, pitchers, decanters, glassware, etc. Does not include bottle openers (kitchen), coasters, (kitchen), bottled water (food & beverage).

Event: Balloons, tents, flags, banners, signage, table covers, napkins, lanyards, badge holders, wristbands, etc. Does not include name badges (buttons & badges), pennants (spirit).

Food & Beverage: Condiments & spices, candy & mints, bottled waters, gift baskets & tins, food containers & jars, etc. Does not include beach & sports balls (recreation).

Games & Toys: Playing cards, stuffed animals, coloring books, puzzles, stress relievers & spinners, piggy banks, etc. Does not include beach & sports balls (recreation).

Health & Beauty: First-aid kits, pill boxes, gel packs, bandage dispensers, hand & body lotions, hand sanitizers, insect repellents, lip balms, soaps, nail files, mirrors, sunscreen, toothbrushes, floss, wet wipes, etc.

Home/Kitchen: Appliances, utensils, placemats, oven mitts & pot holders, cutting boards, measuring devices, coasters, bottle openers, magnetic clips, garden tools, BBQ grill sets, flashlights, mats, night lights, candles, fly swatters, ash trays, etc. Does not include aprons (fashion accessories), napkins (event), food containers & jars (food & beverage), frames (awards).

Jewelry: Watches, bracelets, earrings, dog tags, necklaces, fit-bands, cufflinks, etc. Does not include lapel pins (awards), wristbands (event), flower lei necklaces (spirit).

Product Category Definitions (2/2)

Labels: Window clings, stickers, decals, bumper stickers, temporary tattoos, shipping labels, etc.

Magnets: Business card magnets, mirror magnets, shaped magnets, etc. Does not include magnetic calendars (date & time), magnetic clips (kitchen).

Office: Mouse pads, screen cleaners, business card holders, paper weights, staplers, folders & binders, notepads & journals, adhesive pads, stationary, calculators, rulers, bookmarks, clipboards, letter openers, greeting cards, etc. Does not include desk calendars, planners (date & time), certificate & diploma folders (awards), stress relievers (games & toys), phone stand (technology).

Packaging: Tissue paper, gift bags & boxes, wrapping paper, etc. Does not include ribbons (awards), shipping labels (labels).

Personal: Keychains, pocketknives, lighters, money clips, wallets, etc. Does not include lanyards (event), cell phone wallets (technology), dog tags (jewelry).

Pet: Pet litter scoops, leashes, collars, pet carriers, etc.

Recreation: Folding chairs, stadium seat cushions, hand-held fans, blankets, lanterns, umbrellas, coolers, yoga mats, exercise bands, beach & sports balls, golf accessories, megaphones, rally towels, pennants, foam fingers, pom-poms, cowbells, holiday ornaments, etc. Does not include fit bands (jewelry), temporary tattoos (labels).

Technology: USB drives, phone & tablet cases, PopSockets, cell phone wallets, phone stands, power banks, Bluetooth speakers, headphones & wireless earbuds, etc. Does not include USB car chargers (automotive), stylus pens (writing).

Wearables/Apparel: Uniforms, shirts, polos, pants, dresses, activewear, outerwear, etc.

Wearables/Fashion Accessories: Footwear, sunglasses, aprons, gloves, vests, robes, scarves, bandanas, beanies, headbands, etc. Does not include watches (jewelry).

Writing: Pens, Pencils, markers, highlighters, stylus pens, erasers, etc.

Program Category Definitions

Brand Awareness: Office supplies, employee uniform programs, workwear, etc. Does not include exhibit displays & signage (trade shows).

Business Gifts: Customer appreciation gifts, holiday gifts, welcome gifts, speaker gifts, corporate communication gifts, sponsorships, employee recruitment, etc. Does not include new customer gifts (customer acquisition), employee appreciation gifts (employee recognition), employee anniversaries (employee recognition), employee milestones (employee recognition).

Customer Acquisition: Account activations, account renewals, early registrations, new customer gifts, etc.

Customer Retention: Frequent shopper programs, loyalty & rewards programs, customer referrals, gift with purchases, etc.

Employee Incentives: Employee referral programs, employee attendance programs, performance management programs, sales incentive programs, employee anniversaries, employee milestones, employee appreciation gifts, spot awards, etc.

Employee Relations: Employee onboarding, employee training, employee engagement programs, corporate retreats & events, etc. Does not include employee safety trainings (workplace wellness), employee uniform programs (brand awareness), employee recruiting (public relations), company stores (distribution services).

Market Research: Brand ambassador programs, survey incentives online communities, etc.

New Product/Service: Product launch campaigns, pre-orders, etc.

Trade Shows: Prize drawings & games, booth giveaways, exhibit displays & signage, etc.

Workplace Wellness: Workplace safety training programs, health & wellness programs, recycling programs, etc.

Resale: Gift shops, online stores, retail merchandise, etc.

School Pride & Sports Teams: Uniforms, gear, events, games, etc

Industry Category Definitions (1/3)

Agriculture: Corporate & private farms, ranches, farm co-ops, seed & agrochemical producers, landscape services, etc.

Business Services (B2B): Management & consulting services, HR & recruiting services, advertising & PR services, market research services, digital marketing & social media services, etc. Does not include engineering services (construction), architecture & design services (construction), assessment services (learning & development) accounting services (financial), advisory services (financial), it services (technology).

Construction: General construction & demolition management, engineering services, architecture & design services, remodeling & renovating services, building repair & maintenance services, etc. Does not include staging & interior design services (real estate).

Education: Montessori & pre-schools, primary & secondary schools, student exchange programs, parent-teacher associations, youth sports & physical education , technical & trade schools, test prep & tutoring services, continued ed programs, assessment services, foreign language schools, automobile driving schools, professional development training, cosmetology schools, flight training, private universities, community & junior colleges, medical institutes, engineering colleges, intercollegiate athletics, study abroad programs, alumni associations, etc. Does not include childcare services (personal services), school bus services (transportation), intramural sports programs (team sports, fine arts schools (recreation), yoga instruction (fitness), first-aid instruction (healthcare), real estate license schools (real estate), bartending schools (food & beverage), culinary arts schools (food & beverage), police academies (government).

Energy, Utilities & Waste Treatment: Alternative energy sources, sewage treatment facilities, waste collection services, sanitation services, remediation & environmental cleanup services, etc.

Entertainment: Motion picture exhibitors, performing arts theatres, sports stadiums, talent agencies, art galleries, concert & festival organizers, etc.

Financial: Commercial & investment banks, credit unions, savings & loans associations, advisory services, wealth management services, venture capital providers, tax prep services, currency exchange & wire transfer services, debt resolution services, payment providers, accounting services, credit & collection services, etc.

Industry Category Definitions (2/3)

Fitness: Gyms, recreational centers, boutique studios, obstacle course race organizers, group fitness & boot camps, personal training services, yoga instruction, physical therapy services, holistic health services, weight loss centers, etc. Does not include massage therapy.

Food & Beverage: Full-service restaurants (upscale & fine dining), quick-service restaurants (fast food, fast casual), bars, food trucks, meal kit services, catering services, etc.

Government (Federal/State/Local): Government agencies, national security, county governments, correctional facilities, state patrols, city police, county sheriffs, political party & candidates, etc.

Healthcare: Pharmaceuticals, medical devices, laboratories, veterinary clinics, hospitals, independent practitioners (dentistry, optometry, chiropractic, physical therapy), family planning centers, etc.

Insurance: Life insurance providers, health insurance providers, property & casualty insurance providers, auto insurance providers, specialty insurance providers, claims administration services, etc.

Lodging: Hotels & motels, campgrounds, vacation rentals, bed & breakfasts, resorts, extended stays, etc.

Manufacturing: Production material manufacturers (plastic, glass, metal), durable (furniture, jewelry) & non-durable (food, beverage, apparel) goods manufacturers, etc.

Nonprofit/Not-For-Profit: Public charities, private foundations, social welfare organizations, business leagues (trade associations), fraternal societies, religious organizations, etc.

Oil & Gas: Crude oil & natural gas exploration & production, gas stations, pipeline transporters, etc.

Real Estate (Commercial/Residential/Industrial): Brokerages, leasing & management, mobile home parks, etc.

Recreation/Leisure: Amusement parks, theaters, museums, zoos & botanical gardens, fine arts schools, bowling centers, ski resorts, casinos, etc. Does not include movie theaters (media & publishing), concert & festival organizers (media & publishing), recreational centers (fitness).

Industry Category Definitions (3/3)

Recreation/Team Sports: Intramural sports programs, esports, professional team sports, etc. Does not include youth sports & physical education (K-12), intercollegiate athletics (higher education).

Retail: Grocery stores, general & used merchandise stores, liquor stores, pharmacies & drug stores, direct-selling providers, souvenir stores, wholesalers, vending & kiosk operators, etc.

Technology: Online services, it services, application service providers (asps), software developers, program & data processing services, records management services, computer facilities, etc. Does not include video game developers (media & publishing), e-sports (team sports).

Telecommunications: Local & long-distance carriers, internet service providers, communications networks, web hosting services, wireless communications, etc.

Transportation: Public transit services, charter & school bus services, ride sharing services, taxi & limo services, vehicle rental services, airlines, airports, freight & cargo services, courier services, parking & valet services, automotive manufacturers, new & used car dealerships, etc.

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