

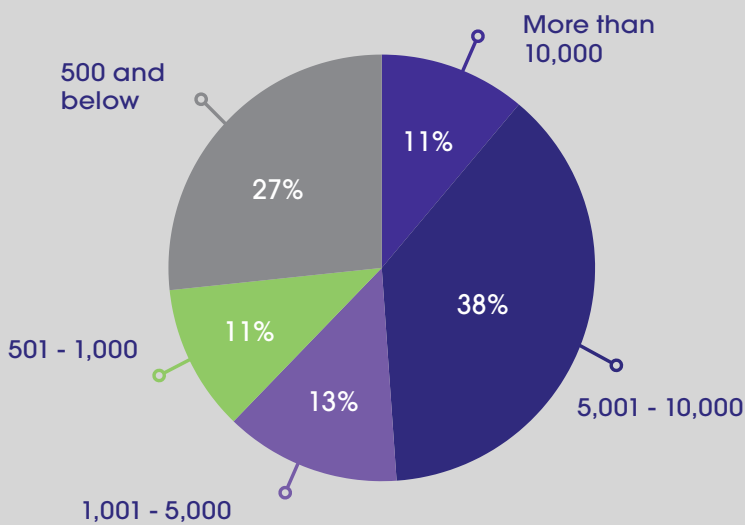
UNDERSTANDING END BUYERS

RETAIL INDUSTRY

2025 CONSUMER STUDY

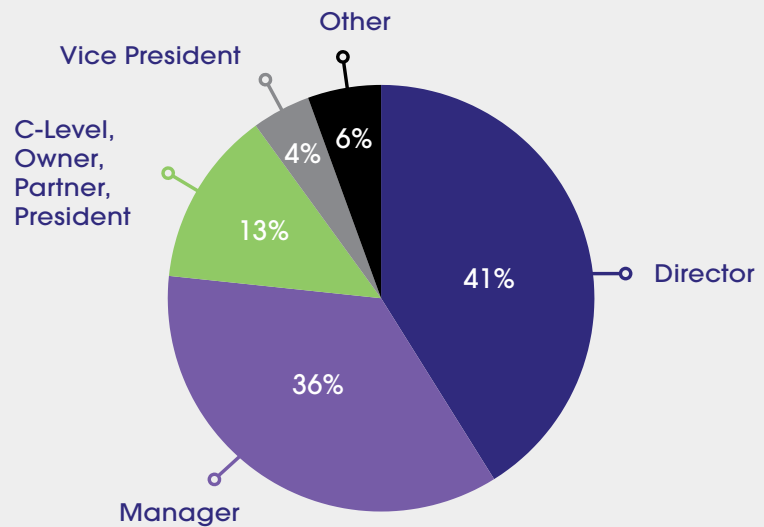
Insights into promotional products trends from decision-makers across the retail industry, featuring a comprehensive analysis of North American markets.

DEMOGRAPHICS



Organizational Size

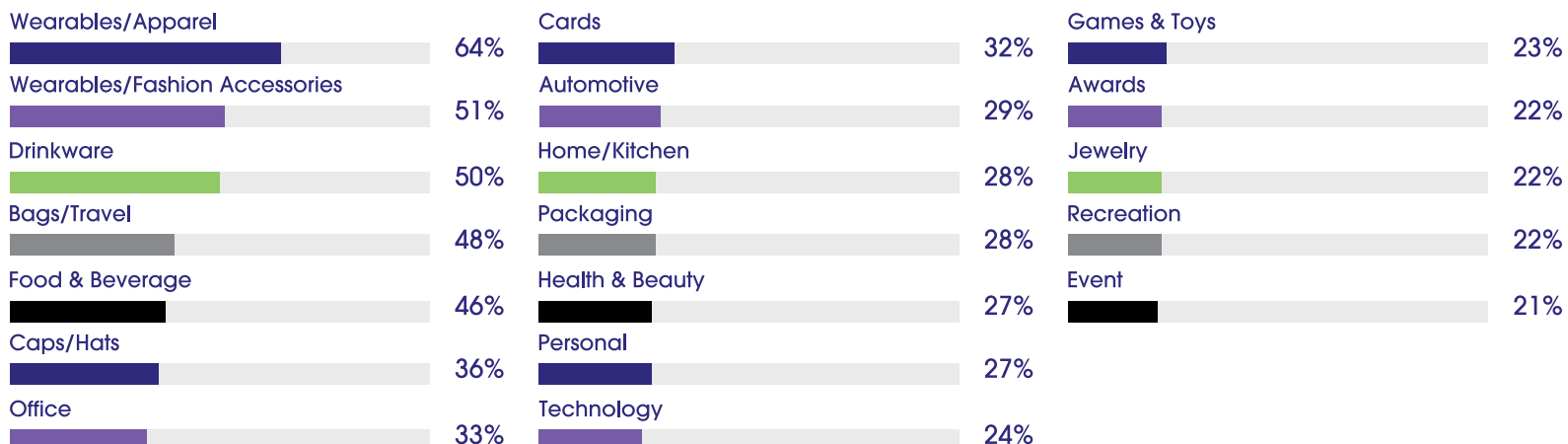
The variety in organization sizes highlights the diversity of respondents within the same industry, with companies ranging from small teams to larger enterprises.



Job Title

Most decision-makers are in director and managerial roles, indicating that strategic and tactical decisions are heavily influenced by mid- to upper-level management.

POPULAR PRODUCT CATEGORIES



60%

of retail end buyers' average per unit spend is more than \$20.

76%

of retail end buyers' annual budget for promotional products is more than **\$10,000**, with over a third (**37%**) of those spending between \$10,001-\$25,000.

77%

of retail end buyers indicated they would value strategic recommendations.

6 in 10

retail end buyers' typical order size is more than 500 units.

70%

of recipients said they have asked about the source or brand of promotional items.

PRIMARY METHOD FOR SOURCING PROMOTIONAL PRODUCTS

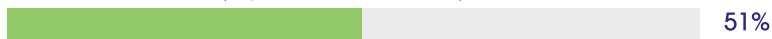
Social media (LinkedIn, Instagram, Facebook, etc.)



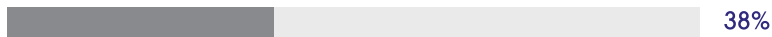
Online search (e.g. Google, Bing)



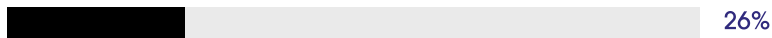
Online marketplaces (e.g. Amazon, Etsy, Faire)



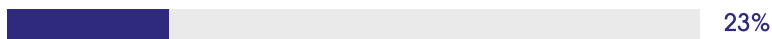
Saw an ad online or on a website



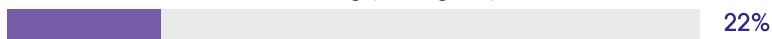
Industry-specific directories or platforms (e.g. PPAI, SAGE, ASI, ESP)



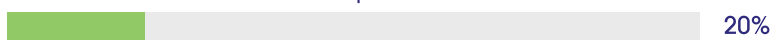
Met at a tradeshow or conference



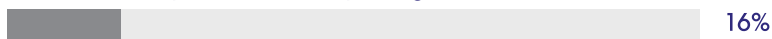
Recommendation from a marketing/print agency or consultant



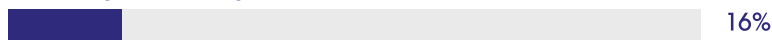
Vendor contacted me via email or phone



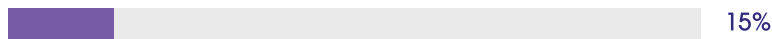
I received a sample or direct mail package



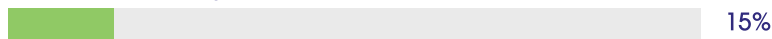
Met through a local/regional event



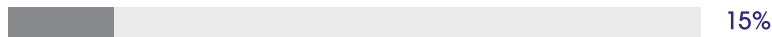
Attended a webinar or virtual product showcase the vendor hosted



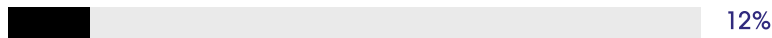
Referred by a colleague, peer, or client



Existing or legacy supplier I've used before



Visited our office directly or dropped off materials



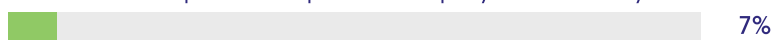
Through a chamber of commerce or regional business association



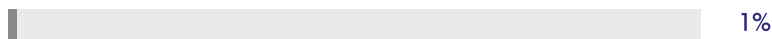
Through a national distributor group (e.g. Proforma, HALO, iPROMOTEu)



I work with a local promotional products company I've known for years



Other



KEY FACTORS IN SELECTING OR MAINTAINING A SUPPLIER/DISTRIBUTOR RELATIONSHIP



73%

Reliability



65%

Price



55%

Product Range



40%

Responsiveness



37%

Creative Input



37%

Sustainability Knowledge



26%

Transparent Pricing



15%

Customization Flexibility

80%

of retail end buyers said they would choose a more sustainable product over a cheaper one.

55%

of retail end buyers said sustainability is very important when choosing promotional products.

73%

of retail end buyers said they expect suppliers or distributors to use recycled or upcycled materials.

50%

of retail end buyers are willing to pay more for USA-made/domestic products.

TOP 3 PRODUCT TRAITS RETAIL END BUYERS PRIORITIZE WHEN CHOOSING WITHIN BUDGET



TOP 3 INNOVATIONS THAT RETAIL END BUYERS ARE MOST INTERESTED IN



KEY DRIVERS FOR INCREASING PROMOTIONAL PRODUCTS BUDGETS



59%

Proof of ROI



58%

More Budget-Friendly, High-Impact Items



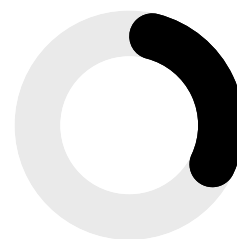
47%

Creative Recommendations



44%

Streamlined Ordering



36%

Better Targeting Options