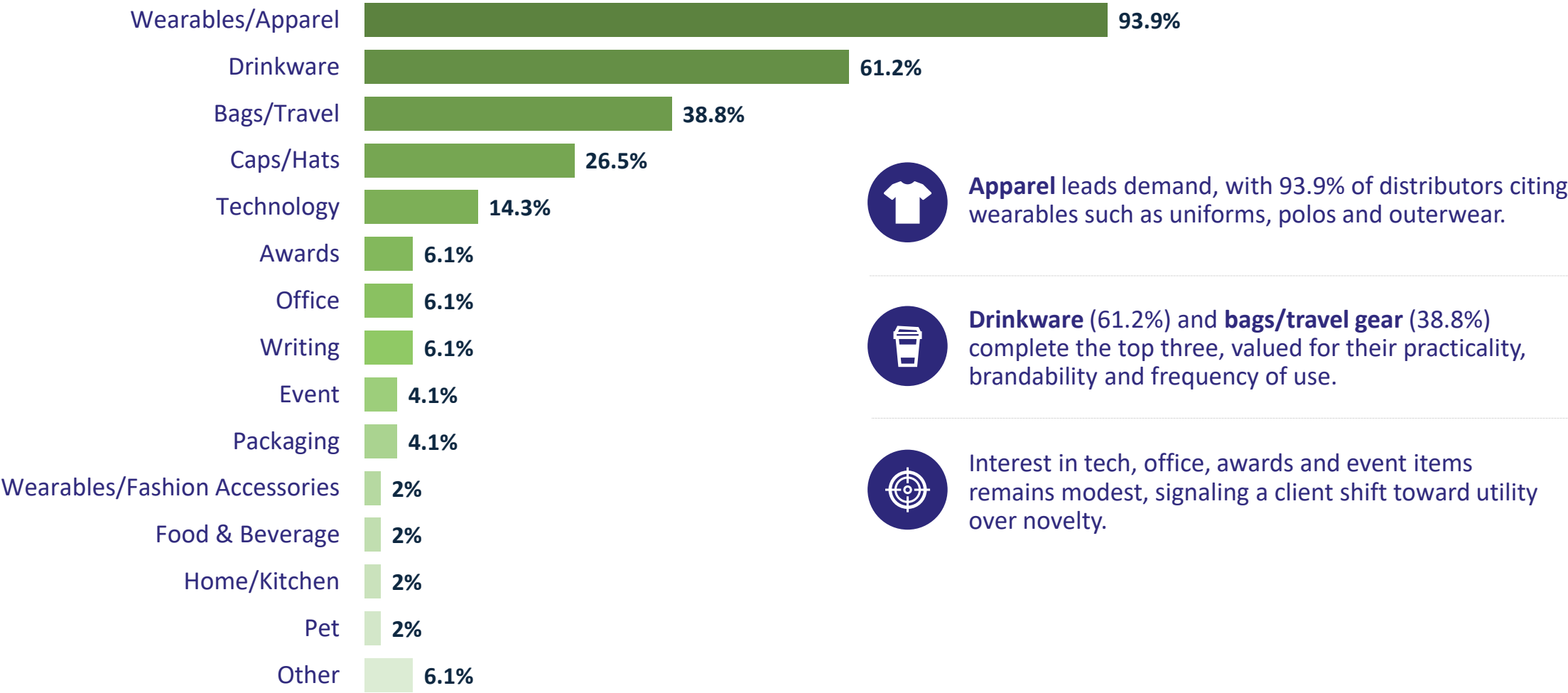




PPAI 100 Distributor Report: What Distributors Are Seeing In A Post-Tariff Market

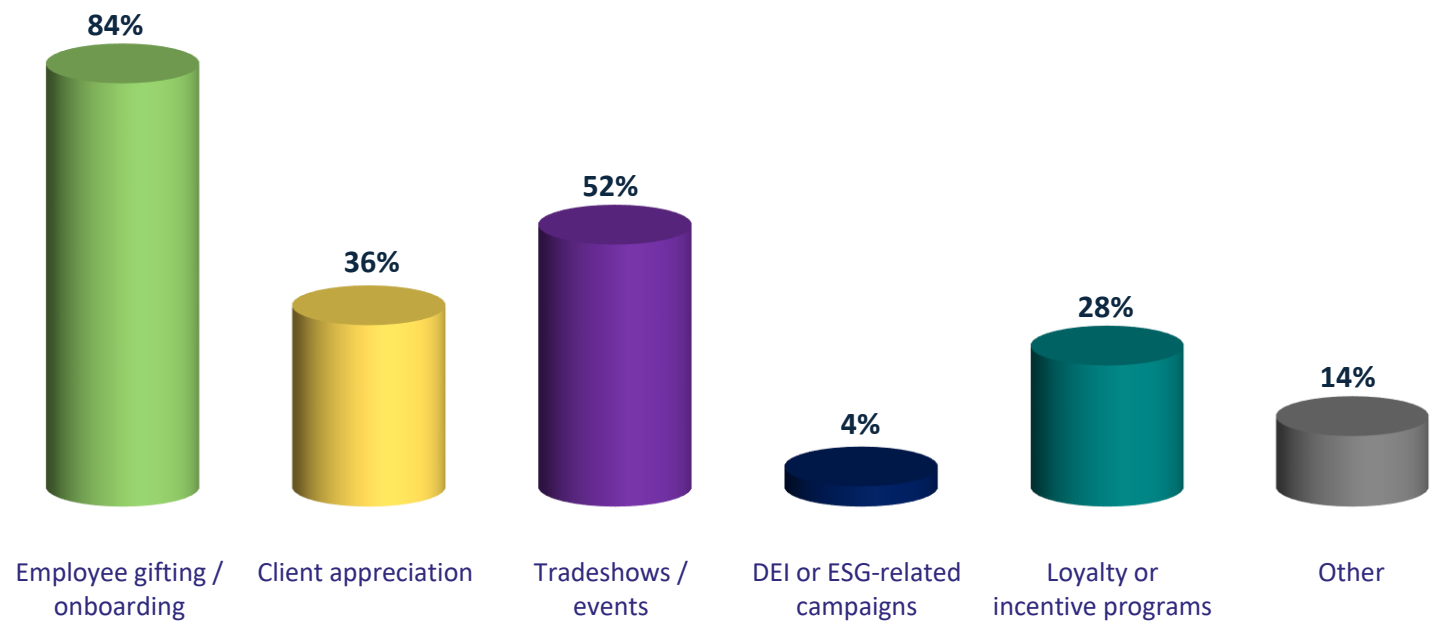
Top Categories Driving Distributor Client Demand In 2025

Insights based on July 2025 PPAI 100 Distributor Survey



What's Driving Client Program Demand?

Insights based on July 2025 PPAI 100 Distributor Survey



Employee gifting and onboarding lead demand, cited by 84% of PPAI 100 distributors, far ahead of all other program types.



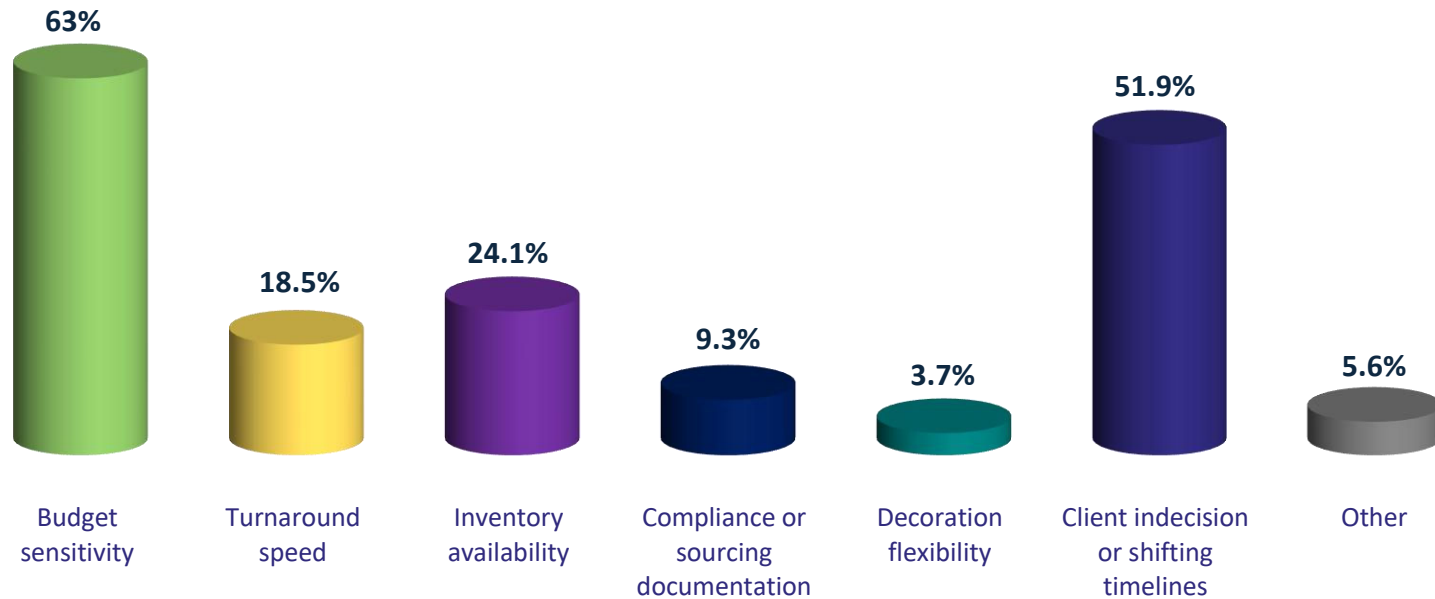
Tradeshows and events (52%) are regaining ground, while client appreciation (36%) and loyalty programs (28%) play secondary roles.



The trend underscores continued focus on internal engagement and experiential outreach, while DEI or ESG initiatives remain limited.

Top Challenges Distributors Face: Budgets and Buyer Hesitation

Insights based on July 2025 PPAI 100 Distributor Survey



Budget sensitivity (63%) tops distributor concerns, followed closely by client indecision and shifting timelines (51.9%).



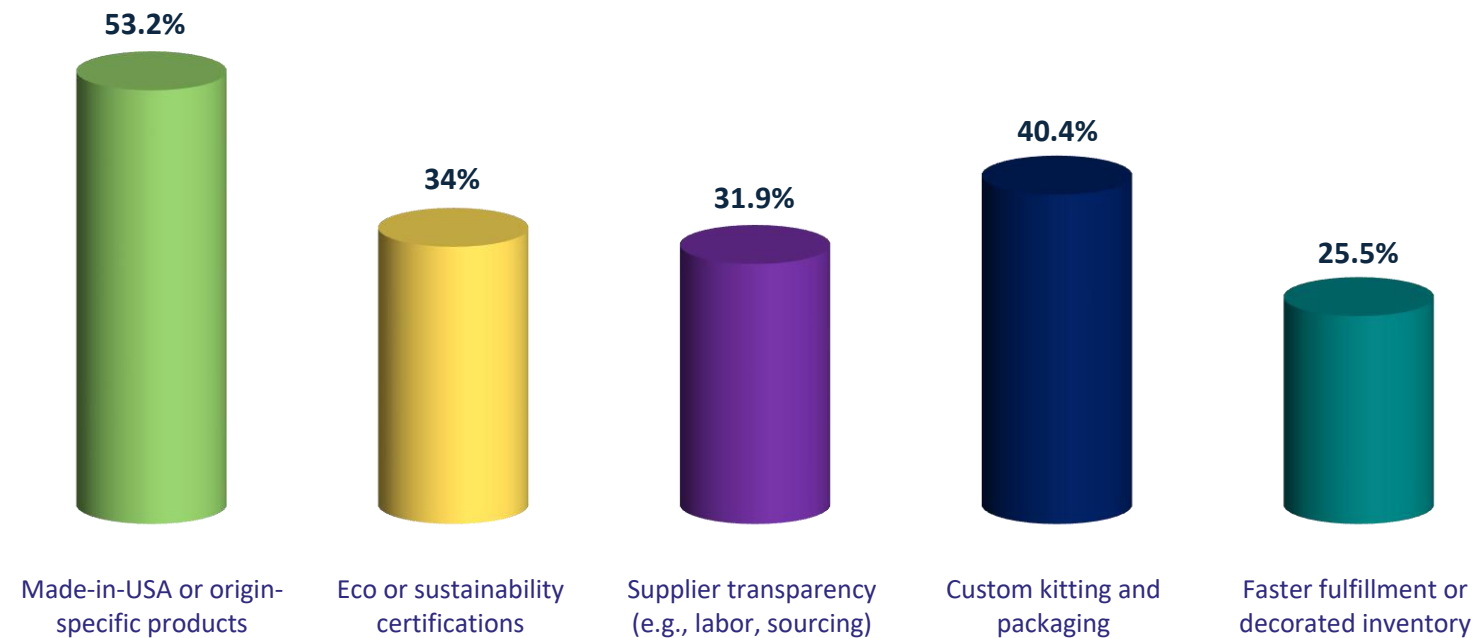
Inventory availability (24.1%) and turnaround speed (18.5%) add further pressure on cost and fulfillment cycles.



Tariff uncertainty adds another layer of hesitation as clients and distributors navigate a more cautious, unstable environment.

Clients Want Clarity: Country Of Origin, Ethics And Speed

Insights based on July 2025 PPAI 100 Distributor Survey



Over half of distributors (53.2%) report rising client interest in made-in-USA or origin-specific products, signaling more tariff-conscious buying.



Custom kitting (40.4%), sustainability (34.0%) and supplier transparency (31.9%) stand out, reflecting growing interest in clarity, ethics and traceability.



Speed remains a factor, with 25.5% citing faster fulfillment or decorated inventory, reinforcing the need for proximity and flexibility.

Distributors See Split Pricing Signals From Clients

Insights based on July 2025 PPAI 100 Distributor Survey



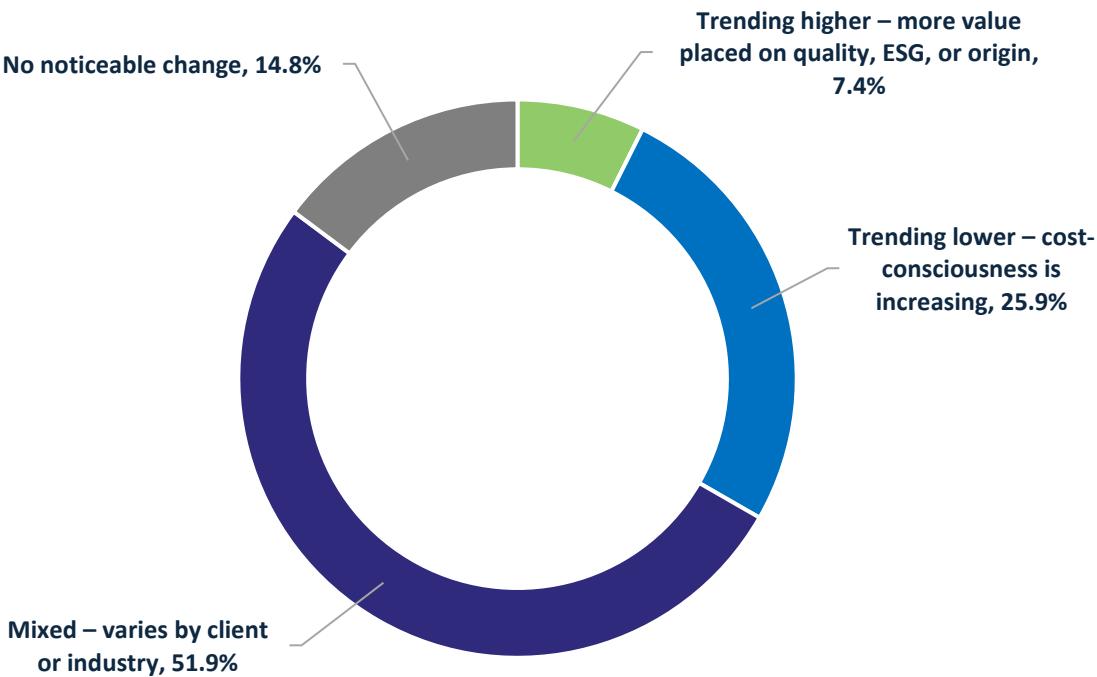
51.9% of distributors report mixed client price expectations, varying by industry, program type or urgency.



25.9% note rising cost consciousness, while only 7.4% see greater tolerance for premium pricing tied to ESG, quality or origin.



These responses reflect a fragmented pricing environment, with fluid value perceptions and continued client caution.



Looking Ahead: AI, Customization & On-Demand Lead The Future

Insights based on July 2025 PPAI 100 Distributor Survey



Distributors anticipate innovation in AI-enabled products, print-on-demand models and webstore-driven gifting.



Customization, low MOQs and on-demand production are gaining importance as buyers seek tailored, waste-conscious solutions.



Interest in tech, USA-made items and sustainability reflects evolving preferences shaped by sourcing shifts and brand activation trends.





*Data sourced from the collective responses of PPAI 100 distributors
via a flash survey conducted in July 2025.*

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