

# Promo Preferences by Generation 2025

Gen Z • Millennials • Gen X

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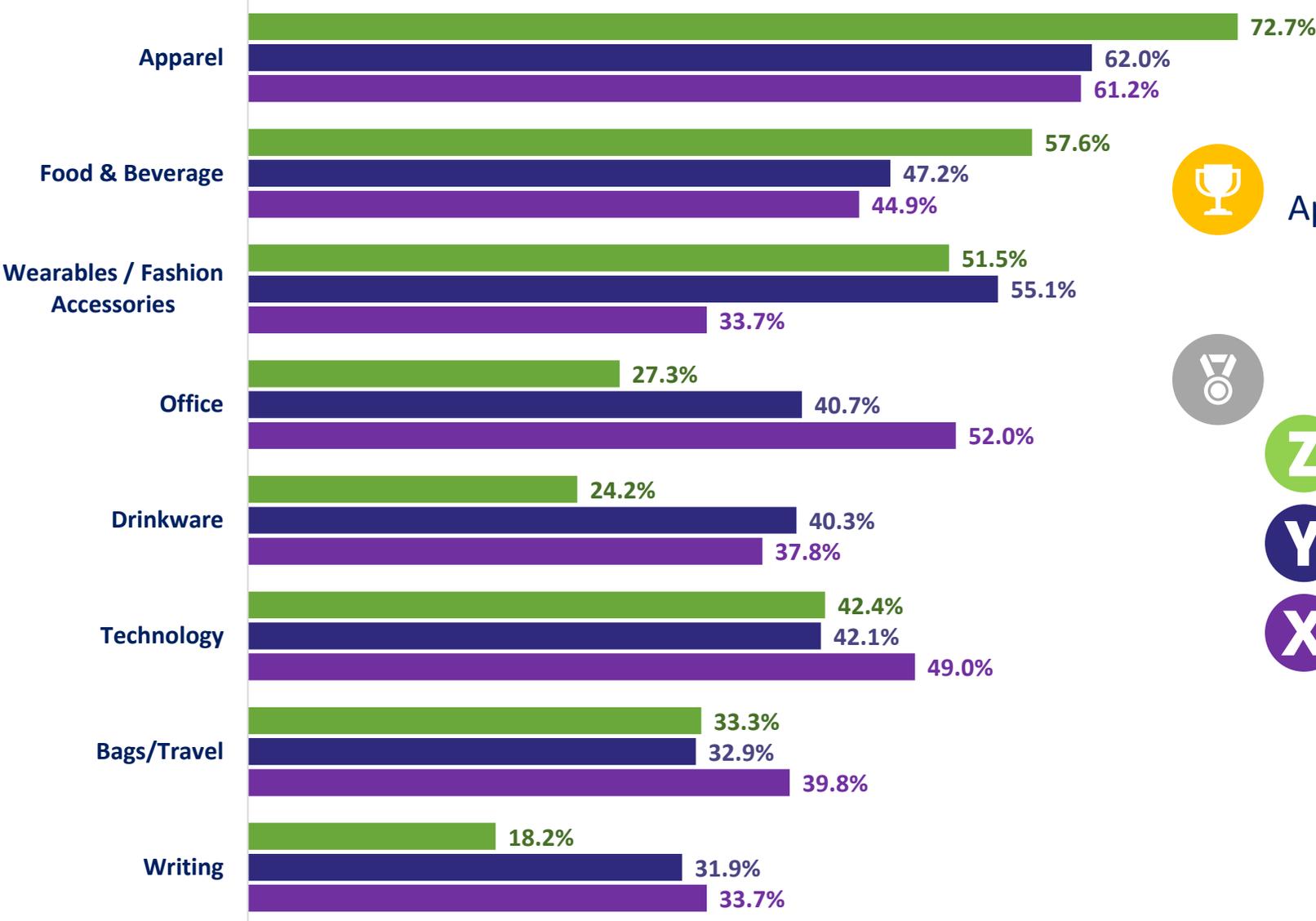
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*Prepared exclusively for PPAI members. Data reflects consumer preferences (3,000+ responses across all U.S. states) and not end buyers or PPAI members. Survey sample primarily reflects ages 16-60.*



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# Promo Preferences By Generation



**Universal Favorite**  
Apparel is No. 1 across all generations.



## Runner-Up by Generation



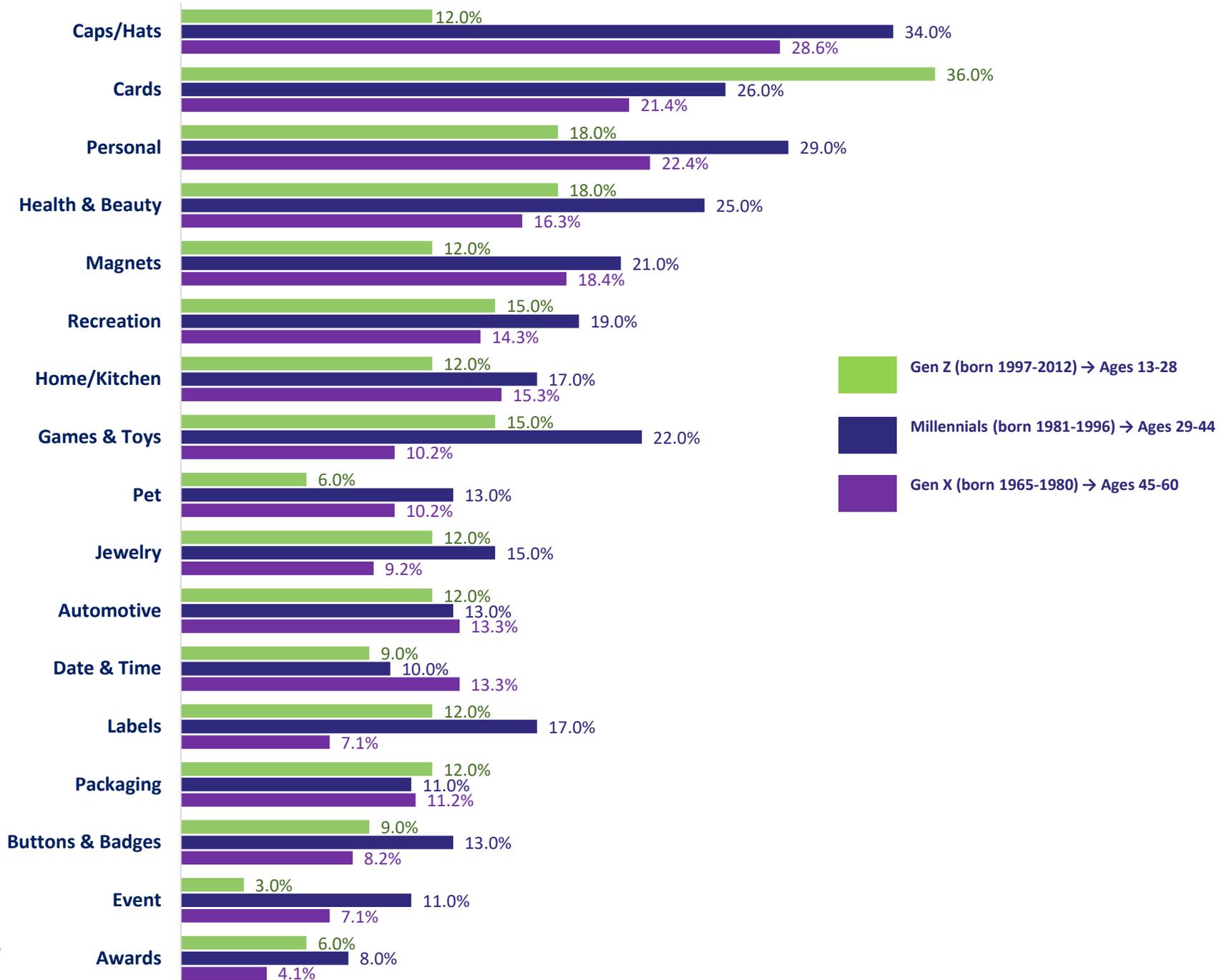
**Gen Z** - Food & Beverage  
Born 1997-2012 → Ages 13-28



**Millennials** - Wearables/Fashion Accessories  
Born 1981-1996 → Ages 29-44



**Gen X** - Office  
Born 1965-1980 → Ages 45-60

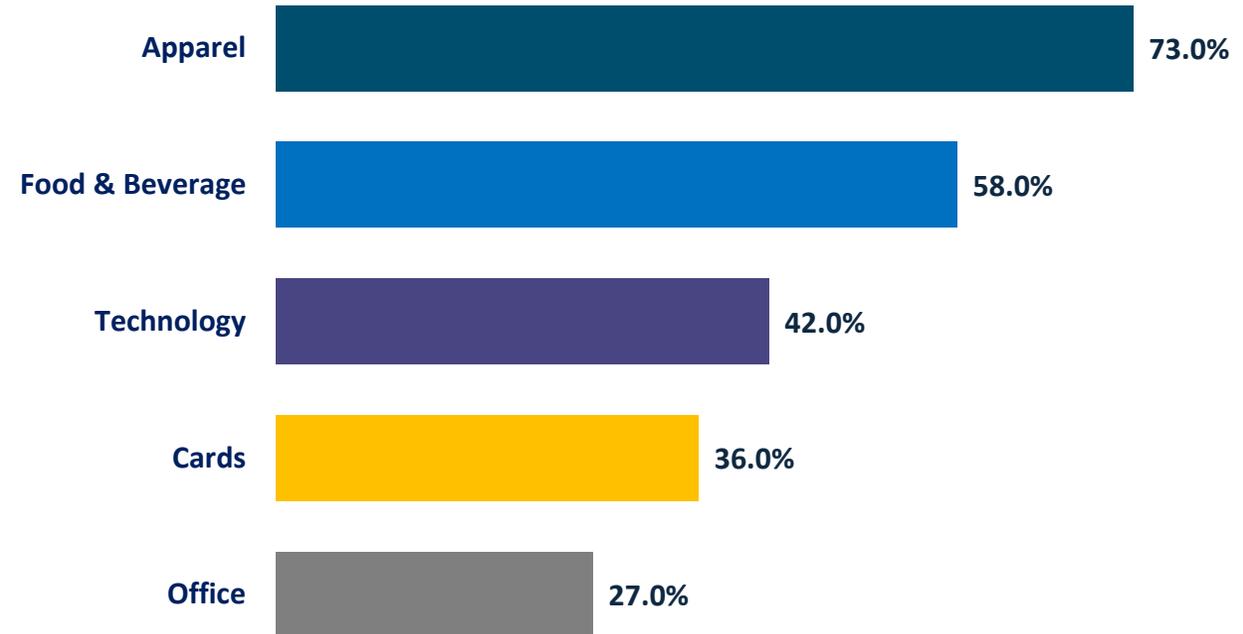


# Gen Z: Trend-Driven & Consumable

Gen Z: Born 1997–2012 → Ages 13 - 28

Gen Z prefers promo products that are **wearable and consumable**, with less interest in traditional **office** items.

- Apparel is strongest at **73%**, higher than other generations.
- Food & Beverage ranks second (**58%**), showing a preference for consumables.
- Cards (**36%**) stand out more than with older groups.
- Technology (**42%**) holds steady, blending digital and physical.
- Office items lag at **27%**, lowest among all generations.

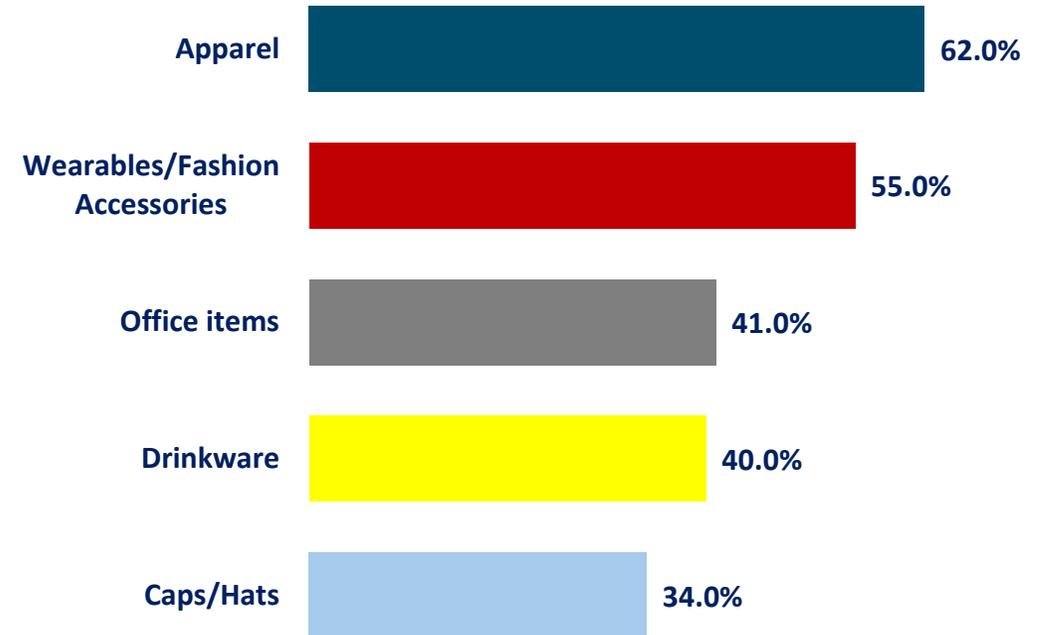


# Millennials: Lifestyle & Balanced Choices

Millennials (born 1981–1996) → Ages 29 - 44

Millennials balance **style and practicality**, with strong interest in lifestyle products.

- Apparel (**62%**) remains their top category.
- Wearables/Fashion Accessories (**55%**) rival apparel, unique to Millennials.
- Office items (**41%**) hold mid-level importance.
- Drinkware (**40%**) is stronger here than with Gen Z.
- Caps/Hats (**34%**) are embraced by Millennials more than by other groups.

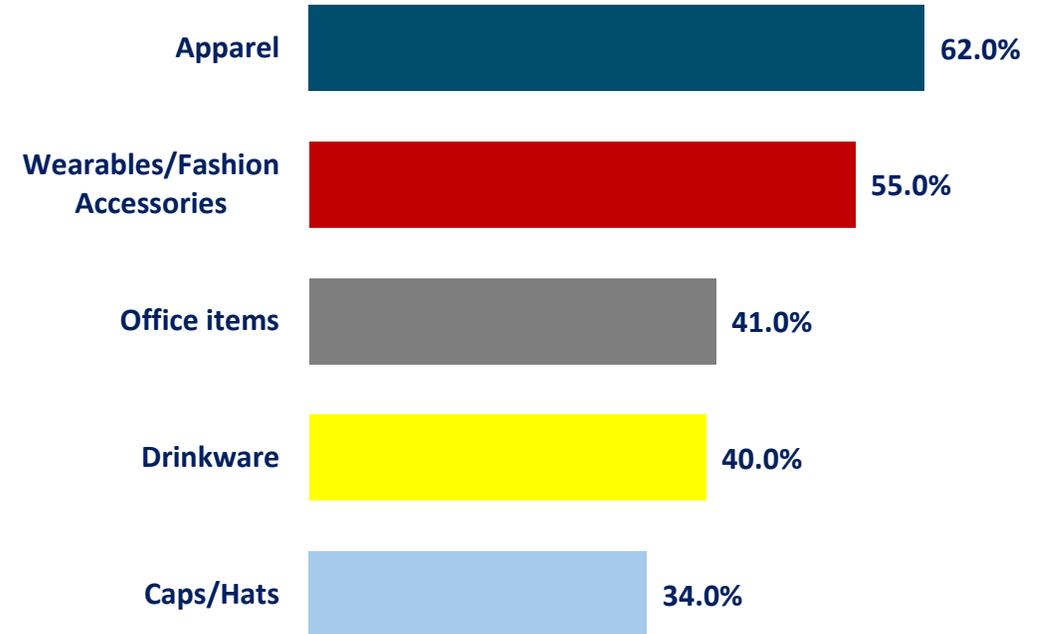


# Gen X: Practical & Professional

Gen X (born 1965–1980) → Ages 45–60

Gen X favors **functional and work-oriented products**, with less focus on novelty items.

- Apparel (**62%**) stays important but is not as dominant as with younger groups.
- Office items (**55%**) rank highest with Gen X among all generations.
- Technology (**41%**) is a strong second choice.
- Drinkware (**40%**) shows solid everyday appeal.
- Writing instruments (**34%**) are more valued by Gen X than by younger generations.



# Where Generations Differ Most

These sharp differences show where **generational tailoring** matters most:

- **Office items:** Gen X leads at 52% vs. Gen Z at 27% (25-point gap).
- **Caps/Hats:** Millennials (34%) far ahead of Gen Z (12%).
- **Wearables/Fashion:** Strong with Millennials (55%) and Gen Z (52%), but lower for Gen X (34%).



# Strategic Takeaways

## What This Means for Your Strategy

<b>Gen Z</b> Born 1997-2012 → Ages 13-28	<b>Millennials</b> Born 1981-1996 → Ages 29-44	<b>Gen X</b> Born 1965-1980 → Ages 45-60
Apparel and Food & Beverage lead	Balance of Apparel and Wearables	Office and Technology dominate
Cards higher than other groups	Strong in Drinkware and Hats/Caps	Writing and Drinkware valued
Low on office items	Lifestyle-driven choices	Practical, work-focused





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