



Still In Use: Top 5 Most Kept Branded Products

A Category Map

1

Wearables/Apparel 55%

Uniforms, Shirts, Polos, Pants, Dresses, Activewear, Outerwear, Etc.



2

Bags/Travel 47%

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)



3

Wearables/Fashion Accessories 38%

Footwear, Sunglasses, Aprons, Gloves, Vests, Robes, Scarves, Bandanas, Beanies, Headbands, Etc.

Does Not Include: Watches (Jewelry)



4

Drinkware 34%

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)



5

Writing 28%

Pens, Pencils, Markers, Highlighters, Stylus Pens, Erasers, Etc.



Insights based on PPAI Consumer Research 2025:
The 5-Second Impact: Turning Giveaways Into Growth