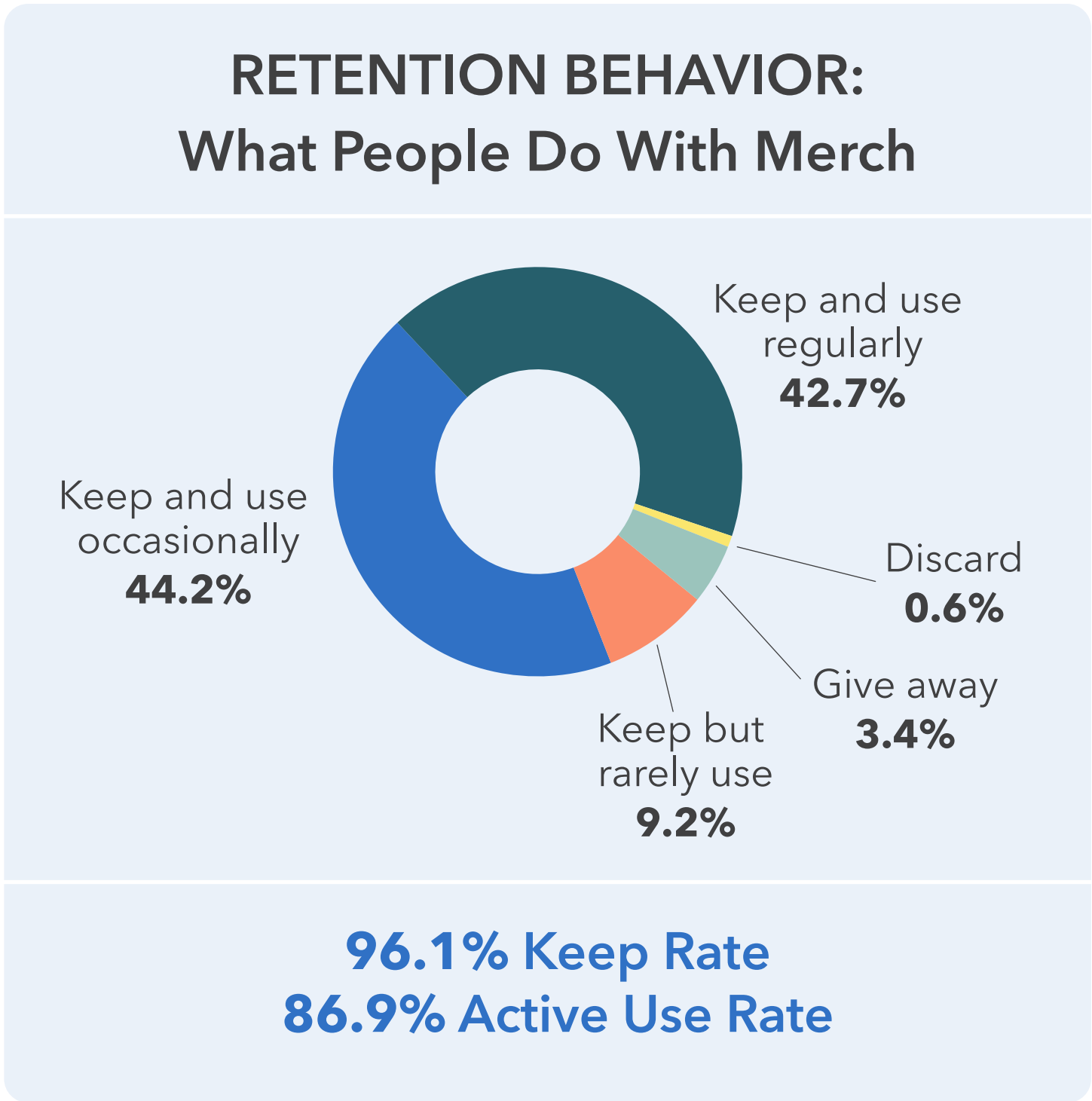




BRANDED MERCHANDISE

The Retention Story

Why **96%** of recipients KEEP the items they receive



People discard items when they aren't useful (37.9%), poor quality (26.6%), too many similar items (23.9%), doesn't match my style (10.1%) and don't like the brand (1.5%).

If it's **INTENTIONAL**, IT STAYS.

People keep merch that simplifies everyday life and is connected to their personal taste.

Source: PPAI Consumer Research: What Makes Merch Worth Keeping?, a 2026 survey with over 3,400 consumer respondents