

THE ECONOMIC FOOTPRINT OF BRANDED MERCHANDISE

Argentina, 2025



ARGENTINA'S MARKET SPENDING



\$3 billion

Total branded merchandise
spending in Argentina in 2025

Argentine market spending accounted
for **0.7% of global spending on branded
merchandise products** in 2025.

\$1B promotional products

\$2B licensed merchandise

Promotional product spending sourced from PPAI distributor sales reports and supplemented by a survey of industry buyers uncovering alternative channels of sales.
Licensed merchandise data sourced from the Global Licensing Survey.

ECONOMIC IMPACT SUPPORTED BY ARGENTINA'S MARKET SPENDING



\$3 billion

Contribution to GDP sustained
by the branded merchandise
industry in 2025

*Representing 0.4% of national GDP, or
\$1 in every \$250 of economic activity*



51,000

Jobs supported by the branded
merchandise industry in 2025

*Equivalent to 1 in every
270 jobs in Argentina*



\$1 billion

Contribution to tax revenues
supported by the branded
merchandise industry in 2025

*Equivalent to \$50 per
Argentine household*

GDP IMPACT BY CHANNEL

**Direct impact
\$1B**

+

**Indirect impact
\$1B**

+

**Induced impact
\$1B**

=

**Total impact
\$3 billion**

The economic activity
generated by the industry's
own operations (divided into
downstream, midstream, and
upstream components)

The economic activity supported
through the industry's supply
chain spending with other
sectors in the economy

The economic activity supported
when employees of the industry
and its suppliers spend their
wages in the wider economy

The sum of all channels
of impact

EMPLOYMENT IMPACT BY CHANNEL AND INDUSTRY VALUE LAYER

**Direct jobs
22k generated**

+

**Indirect jobs
14k supported**

+

**Induced jobs
15k supported**

=

**Total jobs supported
51k**

Of the 22k direct jobs generated by the industry

16k downstream jobs

4k midstream jobs

Upstream

3k jobs



Downstream firms
carry out buyer-facing activities:
promotional product distributors,
licensed merchandise retailers,
brand activation activities,
e-commerce retailers.



Midstream firms
carry out wholesaling and
warehousing activities
and decorate promotional
products (promotional
product suppliers).



Upstream firms
manufacture branded
merchandise goods
(licensed merchandise
goods and blank
promotional products).