

THE ECONOMIC FOOTPRINT OF BRANDED MERCHANDISE

China, 2025



CHINA'S MARKET SPENDING



¥179 billion (USD 25B)

Total branded merchandise spending in China in 2025

Chinese market spending accounted for **7% of global spending on branded merchandise products** in 2025.

Spending on promotional products could make up **4% of spending on advertising in China**.

Promotional products ¥66B (USD 9B)

Licensed merchandise ¥113B (USD 16B)

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 CHINA'S MARKET SPENDING



¥558 billion (USD 78B)

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



2.5 million

Jobs supported by the branded merchandise industry in 2025

Equivalent to 1 in every 290 jobs in China



¥293 billion (USD 41B)

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

Equivalent to ¥530 per Chinese household

GDP IMPACT BY CHANNEL

Direct impact
¥109B (USD 15B)

+

Indirect impact
¥306B (USD 43B)

+

Induced impact
¥143B (USD 20B)

=

Total impact
¥558 billion (USD 78B)

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
464k generated

+

Indirect jobs
1.4M supported

+

Induced jobs
677k supported

=

Total jobs supported
2.5 million

Of the 464k direct jobs generated by the industry

Downstream Midstream

72k jobs

30k

361k upstream 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).