

THE ECONOMIC FOOTPRINT OF BRANDED MERCHANDISE

United Kingdom and Ireland, 2025



UK AND IRELAND'S MARKET SPENDING



£11 billion (USD 15B)

Total branded merchandise spending in the UK and Ireland in 2025

British and Irish market spending accounted for **4% of global spending on branded merchandise products** in 2025.

Spending on promotional products could make up **6% of spending on advertising in the UK**.

Promotional prod. £3B (USD 4B)

Licensed merchandise £8B (USD 11B)

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 UK AND IRELAND'S MARKET SPENDING



£12 billion (USD 16B)

Contribution to GDP sustained by the branded merchandise industry in 2025

Representing 0.3% of national GDP, or £1 in every £290 of economic activity



151,000

Jobs supported by the branded merchandise industry in 2025

Industry directly generates more jobs than the UK's extraction industry



£4 billion (USD 6B)

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

Equivalent to £150 per British and £80 per Irish household

GDP IMPACT BY CHANNEL

Direct impact
£5B (USD 7B)

+

Indirect impact
£3B (USD 4B)

+

Induced impact
£4B (USD 5B)

=

Total impact
£12 billion (USD 16B)

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
71k generated

+

Indirect jobs
39k supported

+

Induced jobs
41k supported

=

Total jobs supported
151k

Of the 71k direct jobs generated by the industry

Midstream jobs

50k downstream jobs

8k

13k 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).