

THE ECONOMIC FOOTPRINT OF BRANDED MERCHANDISE

United States, 2025



U.S. MARKET SPENDING



\$174 billion

Total branded merchandise spending in the U.S. in 2025

U.S. market spending accounted for **51% of global spending on branded merchandise products** in 2025.

Spending on promotional products could make up **13% of spending on advertising in the U.S.**

\$50B promotional products

\$124B 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 U.S. MARKET SPENDING



\$170 billion

Contribution to GDP sustained by the branded merchandise industry in 2025

Representing 0.6% of national GDP, or \$1 in every \$180 of economic activity



1.2 million

Jobs supported by the branded merchandise industry in 2025

Industry directly generates more jobs than the U.S. air transport industry



\$37 billion

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

Equivalent to \$280 per U.S. household

GDP IMPACT BY CHANNEL

**Direct impact
\$68B**

+

**Indirect impact
\$47B**

+

**Induced impact
\$55B**

=

**Total impact
\$170 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
584k generated**

+

**Indirect jobs
266k supported**

+

**Induced jobs
328k supported**

=

**Total jobs supported
1.2 million**

Of the 584k direct jobs generated by the industry

Upstream jobs

389k downstream jobs

141k midstream jobs

54k



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).