How Big Is The Promotional Products Industry?
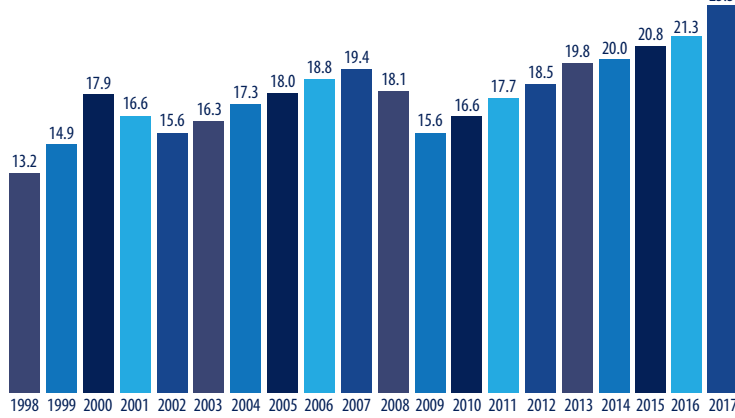
More than **$23.3 billion**, according to the 2017 PPAI Sales Volume Study. This annual study is sponsored by PPAI and conducted by researchers at Relevant Insights.

Industry Sales Volume In Billions

Year	Value
1998	13.2
1999	14.9
2000	17.9
2001	16.6
2002	15.6
2003	16.3
2004	17.3
2005	18.0
2006	18.8
2007	19.4
2008	18.1
2009	15.6
2010	16.6
2011	17.7
2012	18.5
2013	19.8
2014	20.0
2015	20.8
2016	21.3
2017	23.3

Source: PPAI 2017 Sales Volume Study

What Is A Promotional Product?

Items used to promote a product, service or company program including advertising specialties, premiums, incentives, business gifts, awards, prizes, commemoratives and other imprinted or decorated items.

Top Ten Buyers

Business Services
Education
Financial
Manufacturing
Healthcare

Insurance
Technology
Non-Profit
Agriculture

Source: PPAI 2017 Buyer Marketplace Study

Top Ten Uses

Brand Recognition
Brand/Product Awareness
Corporate Identity
Public Relations & Goodwill
Customer Retention & Appreciation
Generate Sales & Referrals

Employee Communications & Recognition
New Product Introduction
Motivate Behaviors & Incentive Programs
New Customer Acquisition

Source: PPAI 2014 Buyer Behavior Study

DID YOU KNOW?

The promotional products industry consists of 40,546 companies and 489,065 industry jobs.
Source: PPAI 2017-18 Little Black Book

What Is PPAI?

Promotional Products Association International is the only international not-for-profit trade association for the promotional products industry. The Association offers education, technology, tradeshows, business products and services, and legislative support to its more than 15,000 global member companies. PPAI has celebrated 114 years of service to the promotional products industry and its members, making it one of the oldest trade associations in the United States.
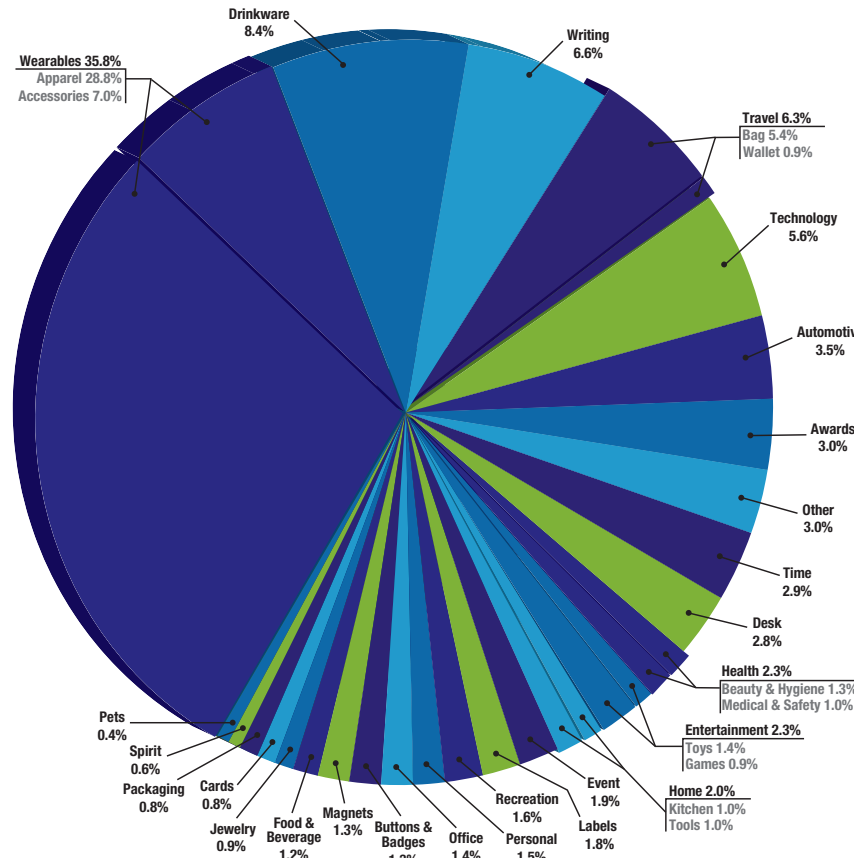
What Is The Value Of A Promotional Product?

Because the products are useful and appreciated by recipients, they are retained and used, repeating the imprinted message many times without added cost to the advertiser.

How Is The Industry Structured?

- A promotional consultant develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing professionals and others wanting to increase brand awareness, tradeshow traffic, employee retention and more.
- Suppliers manufacture, import, convert, imprint or otherwise produce or process products offered for sale through promotional products consultants.
- As the trade association for the promotional products industry, PPAI represents the interests of both member and nonmember promotional product companies, more than 40,000 U.S. companies providing more than 500,000 U.S. jobs.

Sales By Product Category

Drinkware 8.4%
Writing 6.6%
Wearables 35.8%
Apparel 28.8%
Accessories 7.0%
Travel 6.3%
Bag 5.4%
Wallet 0.9%
Technology 5.6%
Automotive 3.5%
Awards 3.0%
Other 3.0%
Time 2.9%
Desk 2.8%
Health 2.3%
Beauty & Hygiene 1.3%
Medical & Safety 1.0%
Entertainment 2.3%
Toys 1.4%
Games 0.9%
Home 2.0%
Kitchen 1.0%
Tools 1.0%
Event 1.9%
Labels 1.8%
Personal 1.5%
Recreation 1.6%
Office 1.4%
Buttons & Badges 1.3%
Magnets 1.3%
Food & Beverage 1.2%
Jewelry 0.9%
Cards 0.8%
Packaging 0.8%
Spirit 0.6%
Pets 0.4%

Source: PPAI 2017 Sales Volume Study

POSITIVE IMPACT[2]

Nearly **7** in **10** **brands** consider promotional products mostly or always effective in achieving marketing goals

REACH[1]

89% of consumers **have received a promotional product** in the last six months

REACTION[1]

79% researched the brand

83% more likely to do business with the brand

RECALL[1]

9 in **10** recall the **branding**

8 in **10** recall the **messaging**

7 in **10** recall the **call to action**

Who Recalls What Best?

Millennials best recalled social media.

Generation Xers best recalled directional calls to action, or statements with definitive instructions.

Baby Boomers best recalled points of reference such as website domains or contact information.

**A COMPANY'S:

Name	BRANDING
Logo	
Slogan	MESSAGING
Tagline	
Website	CALL TO ACTION
Social Media	
Contact	
Directional	
Hashtag	

REASONS[1]

TOP 3 reasons people keep promotional products:

Fun
Functional
Trendy

RESONANCE[1]

82% had a **more favorable impression** of the brand

REPEATED EXPOSURE[1]

81% keep promotional products for more than a year

11+ Years	6-10 Years	1-5 Years	<1 Year
18%	22%	41%	19%
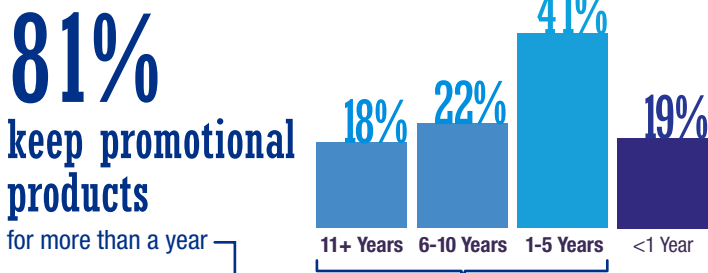
POWER OF PROMOTIONAL PRODUCTS[1]

Ranked **#1** most effective form of advertising to prompt action across all generations

Promotional Products   Broadcast   Online   Print   Mobile

	Millennials	GEN Xers	Baby Boomers	Silent Generation
1)	Promotional Products	Promotional Products	Promotional Products	Promotional Products
2)	Broadcast	Broadcast	Broadcast	Print
3)	Online	Online	Print	Broadcast
4)	Mobile	Print	Online	Online
5)	Print	Mobile	Mobile	Mobile