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Promotional Products Industry Grows 13.1%, in 2022

Irving, Texas - According to preliminary estimates from the Promotional Products Association International (PPAI), the promotional products industry grew to more the \$25 billion in 2022, representing the largest market size in the history of the PPAI annual sales volume survey. Since 1965, PPAI has conducted the annual survey, creating the longest running, most reliable historical perspective of industry size and growth.

PPAI's President and CEO Dale Denham, MAS+, made the announcement during the general session of The PPAI Expo 2023 in Las Vegas at the Mandalay Bay Convention Center. "Growth is important to the success of your business and PPAI is committed to driving the success of this industry," said Denham.

According to Denham the annual survey, collected by third-party research firm Relevant Insights on behalf of PPAI, is ongoing, and the full and final report will be released in March of 23.

Denham added, "I am proud of what our industry contributes to the marketing mix, and I am really excited for our future. This is going to be a great year."

The information was a welcome sign for the audience, after three years of economic and public health challenges.

"Last year was a pretty spectacular year for our industry given the challenges of previous years," said PPAI Board Chair Dawn Olds, MAS+. "We saw sales continue their upward trend, overcoming the downturn of 2020. And as events, which drove a significant amount of industry sales, continue to stay strong, 2023 is looking great as well."

ABOUT PPAI

Promotional Products Association International is the world's largest and oldest international not-for-profit promotional products association with a 113-year history of serving a membership, that has grown to more than 15,000 corporate members, and advocating for the \$25+ billion promotional products industry with its more than 33,700 businesses and more than 500,000 professionals. For more information <https://ppai.org>.

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