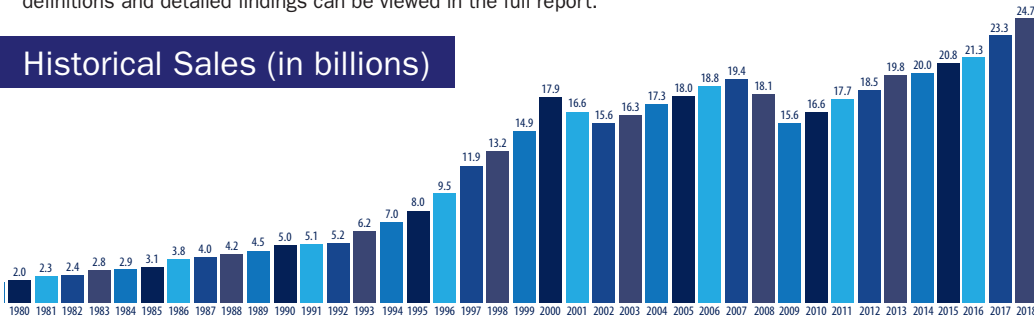


# PPAI® The 2018 Sales Volume Study: Promotional Products Industry Snapshot

For more than 50 years, PPAI Research remains the industry's leading and trusted source in data and analytics. PPAI Research has estimated the size of the industry since 1965, but the current methodology being used has been in place since 1983. This annual sales study is considered the most definitive and comprehensive of its kind in the promotional products industry based on actual sales reported by U.S. distributor companies. In 2018, the study was conducted by a third-party, independent market research firm, Relevant Insights LLC, on behalf of PPAI and the members they serve. Methodology, definitions and detailed findings can be viewed in the full report.

## Historical Sales (in billions)



## 2018 Sales Estimate

**\$24.7**  
BILLION

## Weight



Small Companies: 44.4% ▲  
Large Companies: 55.6% ▼

## Growth



Small Companies: +12.3%  
Large Companies: +1.9%

**+6.3%**  
ANNUAL GROWTH

## By The Numbers

**24,000+**



Distributor Market Size



Online Sales



Non-Industry Business



Retail Brand Sales



Experienced  
Profit Growth

## What's Trending in 2018?

## Top 5 Categories

	Product	Industry	Program
1	Wearables	Business Services	Brand Awareness
2	Drinkware	Healthcare	Business Gifts
3	Travel	Education	Trade Shows
4	Writing	Financial	Employee Recognition
5	Technology	Manufacturing	Distribution Services

**The complete product, industry and program sales by category pie charts and definitions with examples can be found in the 2018 Sales Volume Study Summary available to PPAI members only on [www.ppai.org/research](http://www.ppai.org/research).**

ALSO IN THE FULL REPORT: total industry sales figure (2018 vs. 2017), historical sales growth (1974-2018), company size segment classifications, sales by company size (2013-2018), growth by company size (2013-2018), market share by company size (2009-2018), small company sales mean (2009-2018), total number of companies, number of companies by company size, percentage of non-traditional promotional products companies (2011-2018), profit growth (2018 vs. 2017), total percent of non-industry business, total percent of non-industry business by company size (2009-2018), total sales of non-industry business, total sales of non-industry business by company size (2013-2018), total online sales, online sales growth, online sales by company size (2013-2018), online sales market share by company size (2013-2018), total retail-branded sales, retail-branded sales by company size, retail-branded market share by company size, 2019 sales and profit predictions by company size, 2019 sales and profit prediction insight, total product category sales, total industry category sales, total program category sales, category definitions

PPAI Research is available to all active members of the Promotional Products Association International (PPAI) and for purchase by companies not eligible for membership. Log in to access the full report and summary or contact [membership@ppai.org](mailto:membership@ppai.org) to learn more.

**PPAI Research**

3125 Skyway Circle North | Irving, Texas 75038-3526 USA | [www.ppai.org](http://www.ppai.org) | +1-800-I-AM-PPAI

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