



# Understanding End Buyers

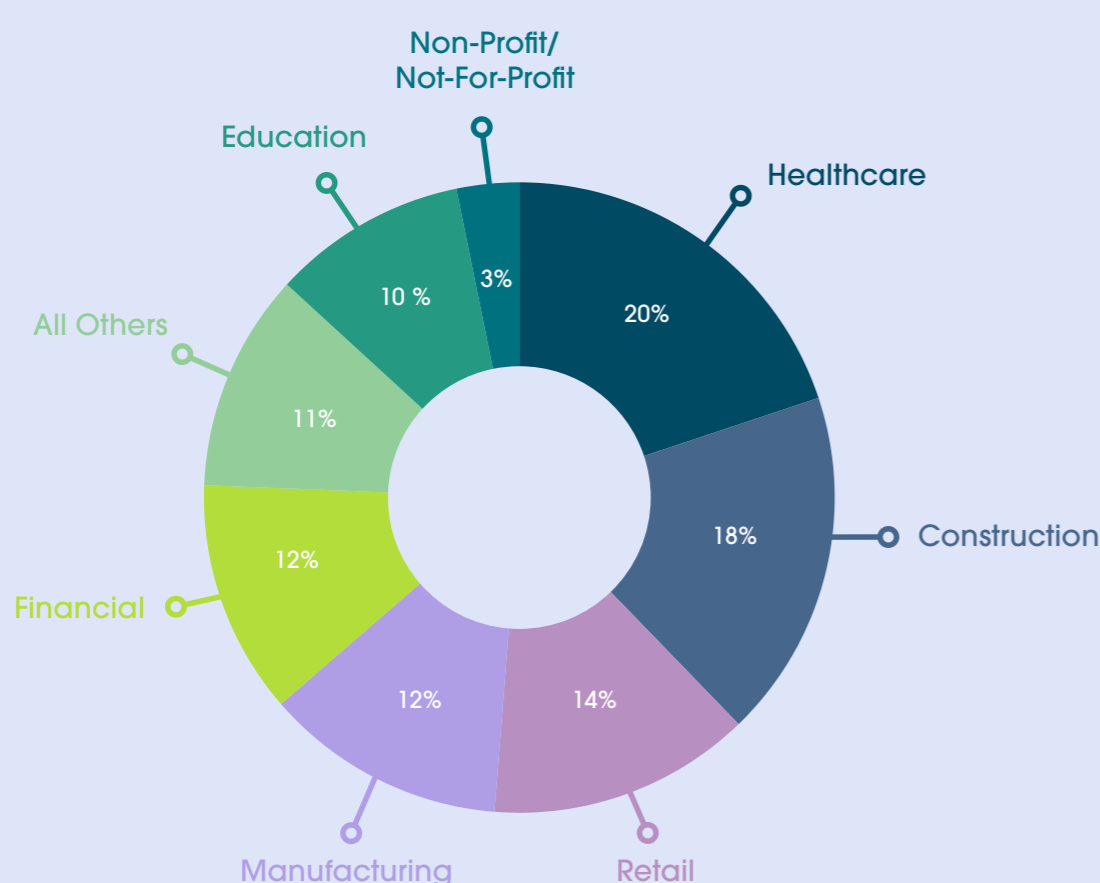
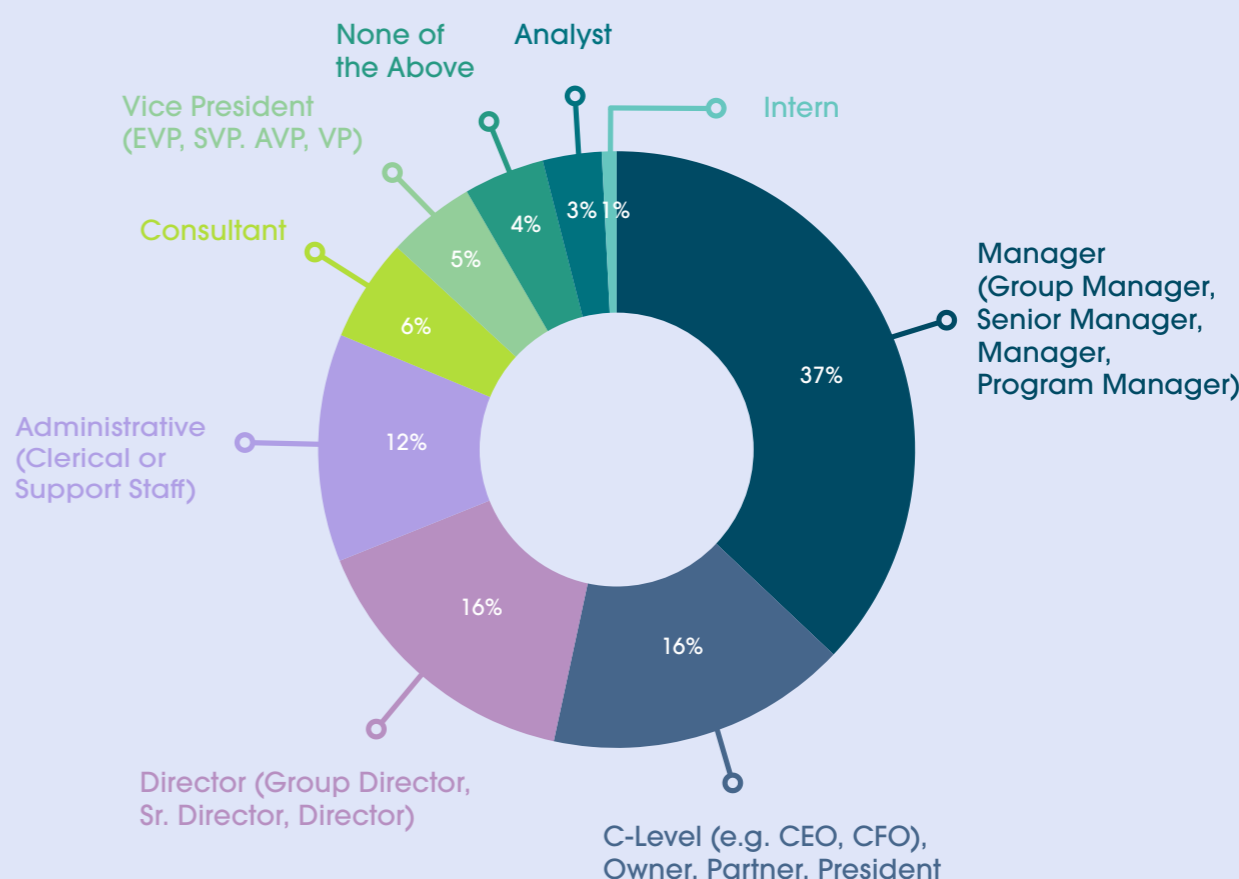
## 2024 Consumer Study

Insights into promotional product trends from decision-makers across diverse sectors, company sizes and revenue brackets, featuring a comprehensive analysis of North American markets

## Demographics

### Job Title

Most decision-makers are in management roles, indicating that strategic and tactical decisions are heavily influenced by mid- to upper-level management.

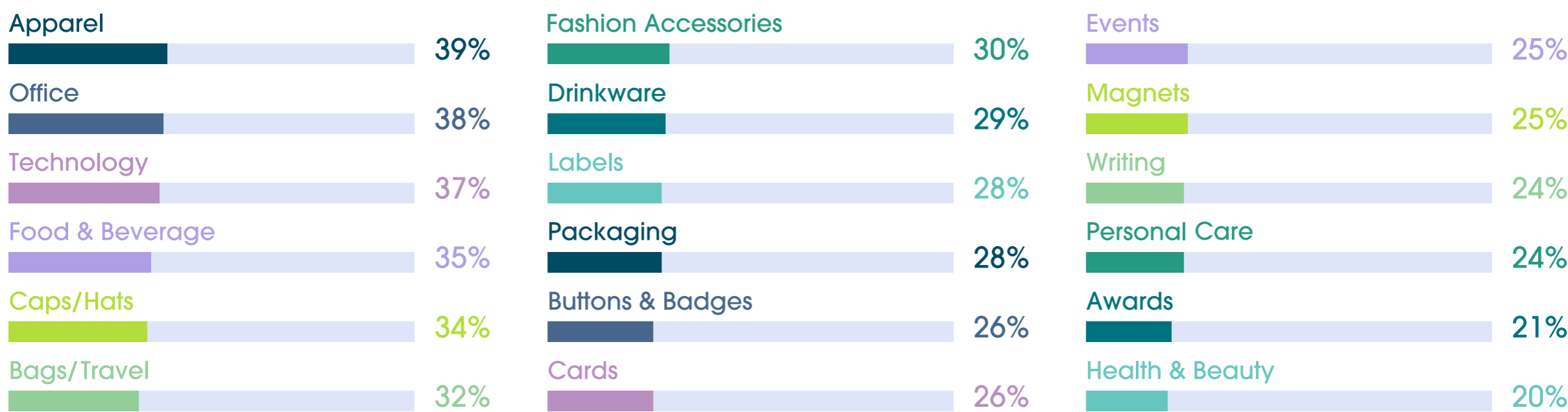


### Industry

The great variety of industries represented underscores how widespread the applications for promotional products are, with certain sectors showing particularly high engagement.

## Popular Product Categories

### Understanding End Buyers' Preferences



**73%**

of end buyers purchase promotional products on either a monthly or quarterly basis.

**45%**

of end buyers are willing to increase their spending on promotional products during times of economic prosperity.

**63%**

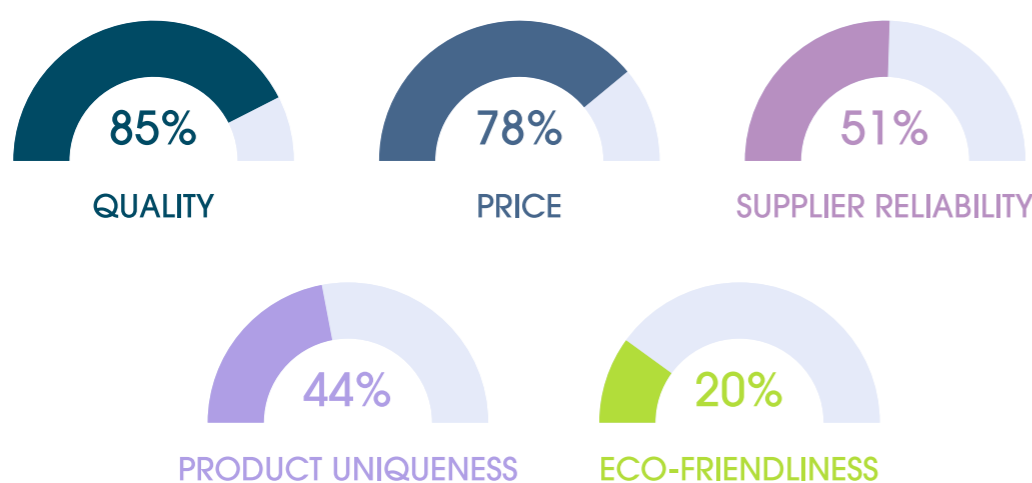
of end buyers prefer to use online platforms for their purchases due to their convenience and accessibility.

**38%**

of end buyers' promotional product orders fall in the \$1,001 to \$5,000 range.

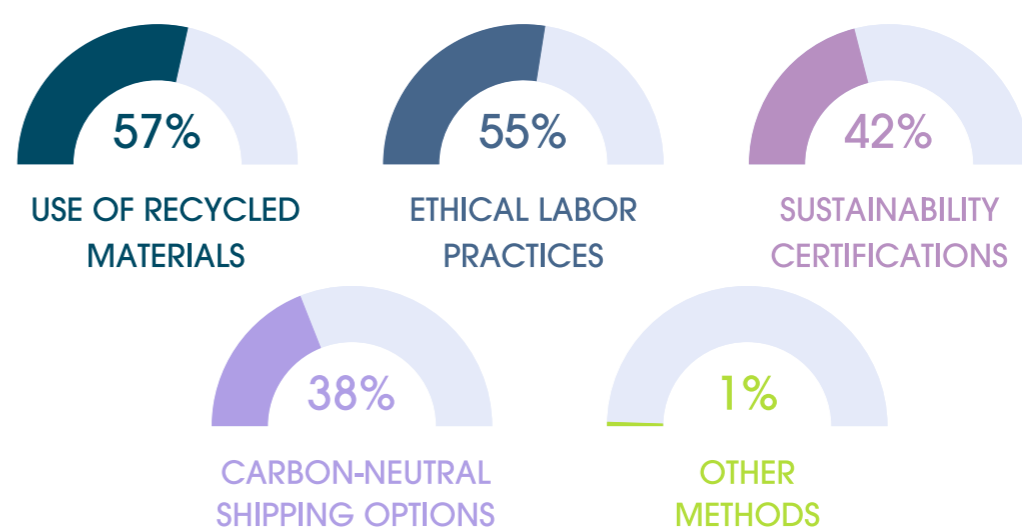
### Product Selection

What Influences Buyer Choices



### Embracing Sustainability

Key Practices Buyers Look For



**83%**

of end buyers are satisfied with the quality of promotional products they receive from their primary source.

**60%**

of end buyers consider customer retention as a top factor in measuring the effectiveness of the promotional products they use.

**57%**

of end buyers believe distributor support and customer service are very important when they purchase promo products.