

Understanding End Buyers

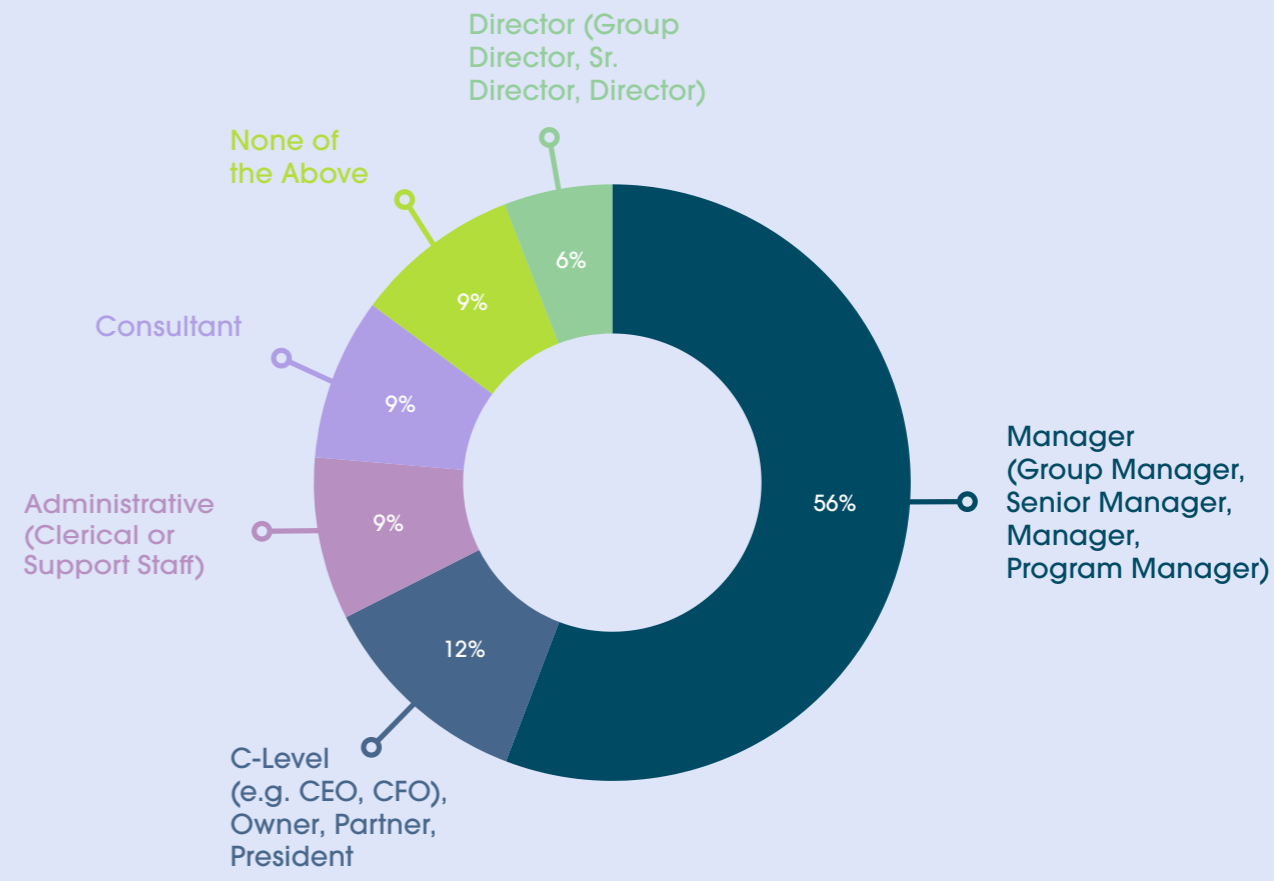
Retail Industry 2024 Consumer Study

Insights into promotional product trends from decision-makers across the retail industry, featuring a comprehensive analysis of North American markets

Demographics

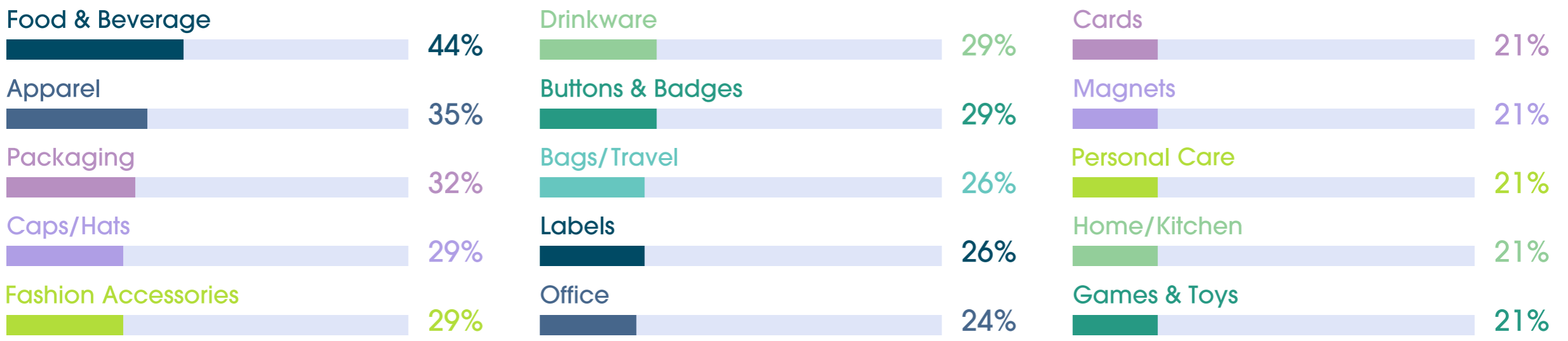
Job Title

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



Popular Product Categories

Understanding End Buyers' Preferences



79%

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

41%

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

68%

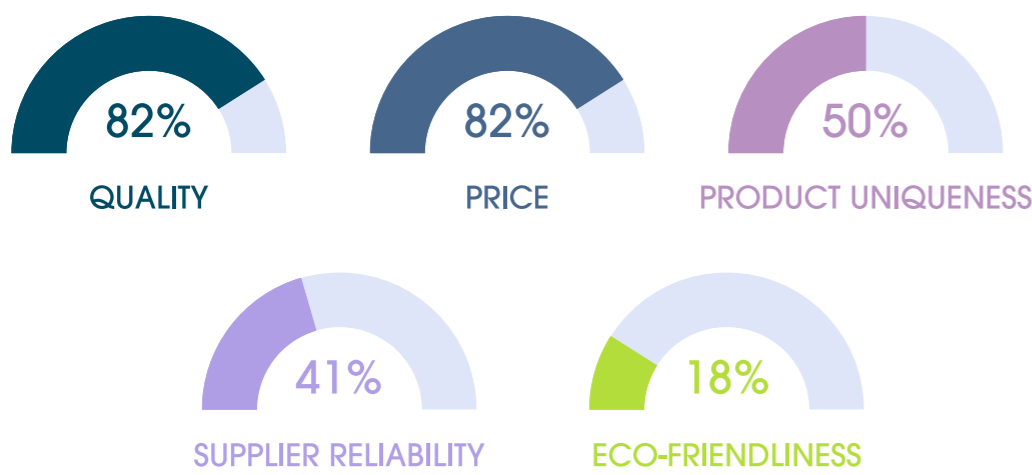
of end buyers prefer to use online platforms for their purchases due to their convenience and accessibility.

44%

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

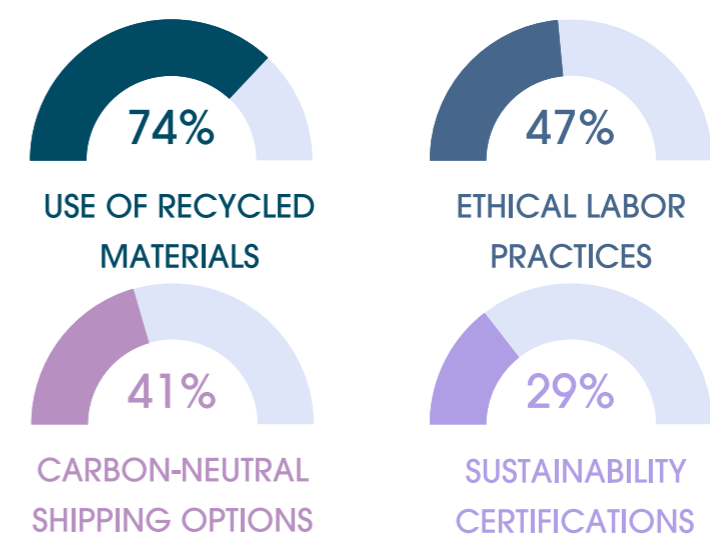
Product Selection

What Influences Buyer Choices



Embracing Sustainability

Key Practices Buyers Look For



97%

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

65%

of end buyers consider customer retention and sales conversion as top factors in measuring the effectiveness of the promotional products they use.

65%

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