How Big Is The Promotional Products Industry?

More than $20.81 billion, according to the 2015 PPAI Sales Volume Study. This annual study is sponsored by PPAI and conducted by researchers at Relevant Insights.

Source: PPAI 2015 Sales Volume Study

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 14,400 global member companies. PPAI has celebrated 113 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, tradeshows traffic, employee retention and more. There are more than 23,000 promotional consultant firms in the industry. To find one in your area, use the search tool at www.promotionalproductswork.org.
- 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 37,000 U.S. companies providing more than 510,000 U.S. jobs.

Top Ten Buyers

<table>
<thead>
<tr>
<th>Education</th>
<th>Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>Trade &amp; Professional Associations</td>
</tr>
<tr>
<td>Healthcare</td>
<td>Real Estate</td>
</tr>
<tr>
<td>Not-For-Profit</td>
<td>Automotive</td>
</tr>
<tr>
<td>Construction</td>
<td>Professionals: Doctors, Lawyers, CPAs, etc.</td>
</tr>
</tbody>
</table>

Source: PPAI 2008 Buyer Marketplace Study

Top Ten Uses

<table>
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<tr>
<th>Brand/Recognition</th>
<th>Employee Communications &amp; Recognition</th>
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</thead>
<tbody>
<tr>
<td>Brand/Product Awareness</td>
<td>New Product Introduction</td>
</tr>
<tr>
<td>Corporate Identity</td>
<td>Motivate Behaviors &amp; Incentive Programs</td>
</tr>
<tr>
<td>Public Relations &amp; Goodwill</td>
<td>New Customer Acquisition</td>
</tr>
<tr>
<td>Customer Retention &amp; Appreciation</td>
<td></td>
</tr>
</tbody>
</table>

Source: PPAI 2014 Buyer Behavior Study

DID YOU KNOW?

The promotional products industry consists of 37,661 companies and 510,032 industry jobs.

Source: PPAI 2016-17 Little Black Book
Nearly 7 in 10 brands consider promotional products mostly or always effective in achieving marketing goals.

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

Who Recalls What Best?

**BRANDING**
- **Name**
- **Logo**
- **Slogan**
- **Tagline**

**MESSAGING**
- **Website**
- **Social Media**
- **Contact**
- **Directional**
- **Hashtag**

**CALL TO ACTION**
- **Social Media**
- **Contact**
- **Directional**
- **Hashtag**

Top 3 reasons people keep promotional products:
- **Fun**
- **Functional**
- **Trendy**

82% had a more favorable impression of the brand.

81% keep promotional products for more than a year.

$\text{1+ Years} \quad 6-10\text{ Years} \quad 1-5\text{ Years} \quad <1\text{ Year}$

Source: PPAI 2017 Consumer Study • "Source: PPAI 2016 Buyer Behavioral Study
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