



# End-Buyer Survey



In 2024, ASI Research surveyed end-buyers of promotional products in various markets. Here are the key findings within the manufacturing sector.

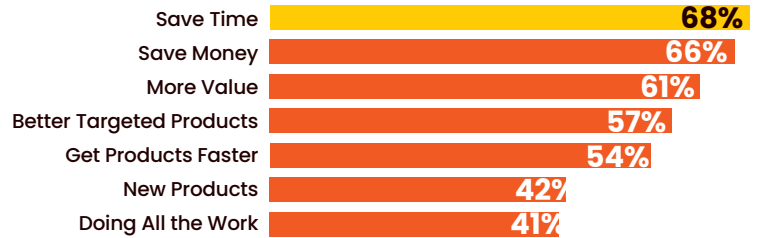
# MANUFACTURING

# 95%



**OF MANUFACTURING END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE**

## MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO MANUFACTURING END-BUYERS

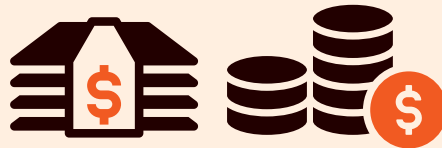


**86%** OF END-BUYERS WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

**33%** OF END-BUYERS PLAN TO INCREASE THEIR PROMO SPENDING IN 2023 – THE LOWEST PERCENTAGE OUT OF ANY END-BUYER MARKET SURVEYED BY ASI

# OVER HALF

**(57%) OF END-BUYERS WHO USE PROMO SAY ITS "VERY IMPORTANT" TO THEIR COMPANIES' MARKETING STRATEGY**

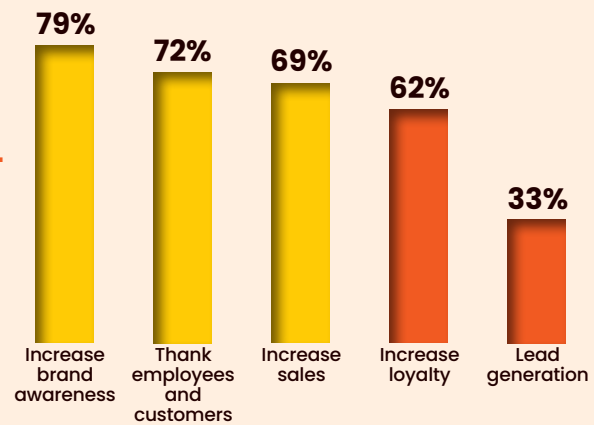


MANUFACTURING END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND

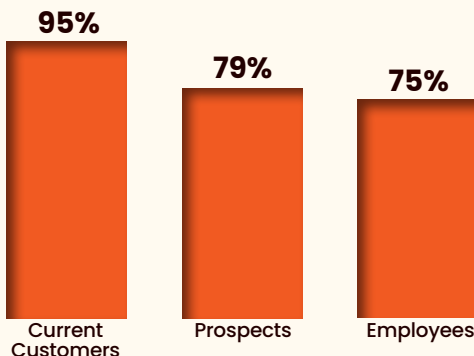
# 28%

**OF THEIR MARKETING BUDGET ON PROMO**

## GOALS OF MANUFACTURING END-BUYERS WHEN GIVING OUT PROMO

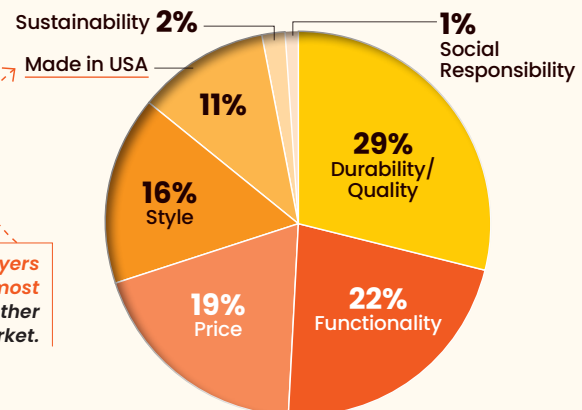


## WHO DO MANUFACTURING END-BUYERS GIVE PROMO PRODUCTS TO?



## THE MOST IMPORTANT FEATURE CONSIDERED BY MANUFACTURING END-BUYERS WHEN PURCHASING PROMO

More manufacturing end-buyers consider *Made In USA* the most important feature than any other end-buyer market.



**65%** OF MANUFACTURING END-BUYERS PURCHASE PROMO THROUGH AN E-COMMERCE COMPANY



**59%** WOULD PAY A PREMIUM FOR PROMO PRODUCTS THAT ARE MADE IN THE USA



**90%** OF END-BUYERS WHO USE PROMO PURCHASED APPAREL IN 2023