



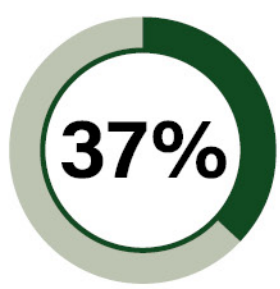
THE 2025 STATE OF THE PROMO INDUSTRY:

# CANADA

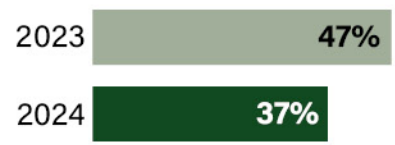


## SUSTAINABILITY MATTERS

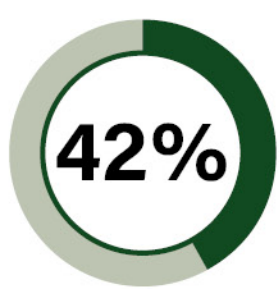
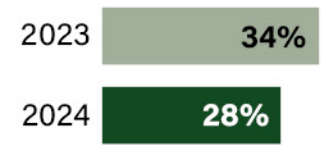
As end-buyer demand for sustainable products largely fell in 2024, more Canadian distributors are also concerned about negative perceptions of promo among their clientele. Meanwhile, more distributors planned to pursue the B Corp certification last year.



OF DISTRIBUTORS REPORTED THAT MORE CLIENTS ASKED FOR **ENVIRONMENTALLY FRIENDLY PRODUCTS** THAN IN 2023



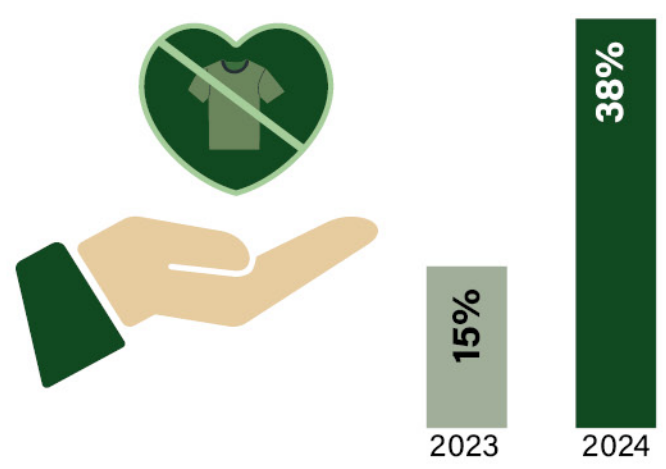
OF DISTRIBUTORS REPORTED THAT MORE CLIENTS ASKED FOR **SOCIALLY RESPONSIBLE PRODUCTS** THAN IN 2023



OF DISTRIBUTORS REPORTED THAT MORE CLIENTS ASKED FOR **PRODUCTS MADE IN CANADA** THAN IN 2023



MORE DISTRIBUTORS ARE CONCERNED ABOUT NEGATIVE PERCEPTIONS OF PROMO



MORE DISTRIBUTORS ARE PLANNING TO PURSUE A B CORP CERTIFICATION

