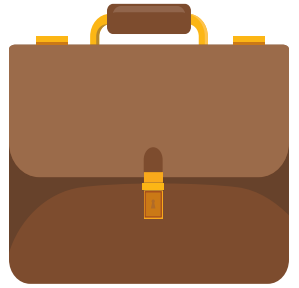


THE STATE OF THE CANADIAN PROMO INDUSTRY



THE LABOR MARKET

More than half of distributors reported having to raise compensation to retain talent last year, and a quarter said it took longer to fill open positions compared to 2022. Overall, Canadian distributors are more concerned about attracting and keeping employees in 2024 than their American counterparts.

"WE'RE CONCERNED ABOUT FINDING QUALIFIED WORKERS IN 2024."

77%

57%

CANADA

U.S.



52%

RAISED PAY TO RETAIN EMPLOYEES IN 2023.



36%

RAISED PAY TO ATTRACT NEW HIRES IN 2023.



"WE'RE CONCERNED ABOUT RETAINING OUR BEST WORKERS IN 2024."

68%

51%

CANADA

U.S.



25%

SAID IT TOOK LONGER TO FILL NEW POSITIONS IN 2023.



11%

SAW INCREASED EMPLOYEE TURNOVER IN 2023.

