

End-Buyer Survey

In 2024, ASI Research surveyed male and female promotional products end-buyers. Here are the key findings for male end-buyers.

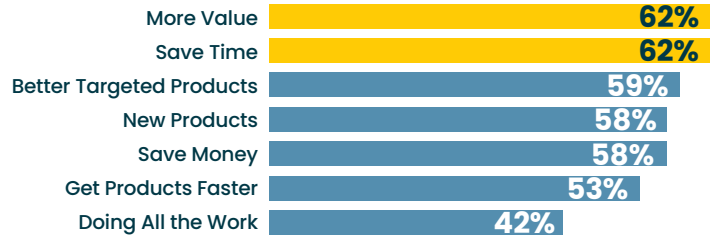
MALES



98%

OF MALE END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE.

MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO MALE END-BUYERS



89% OF MALE END-BUYERS WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES.

53% OF MALE END-BUYERS PLAN TO INCREASE THEIR PROMO SPENDING IN 2024, A HIGHER PERCENTAGE THAN FEMALE END-BUYERS.



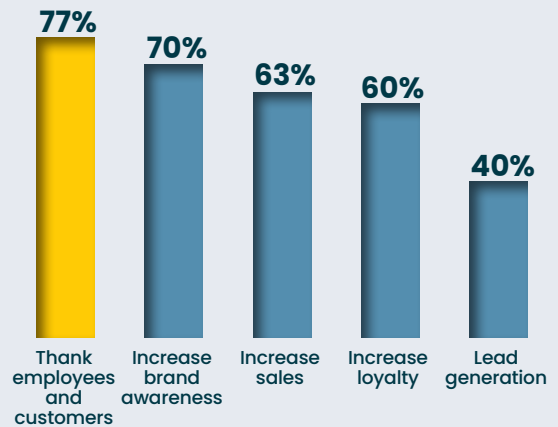
MALE END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND 35% OF THEIR MARKETING BUDGET ON PROMO.

67%

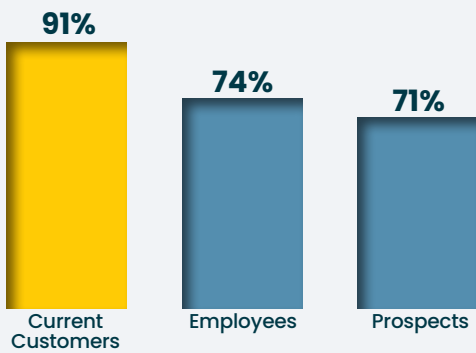
OF MALE END-BUYERS WHO USE PROMO SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY, A HIGHER PERCENTAGE THAN FEMALE END-BUYERS SURVEYED BY ASI.



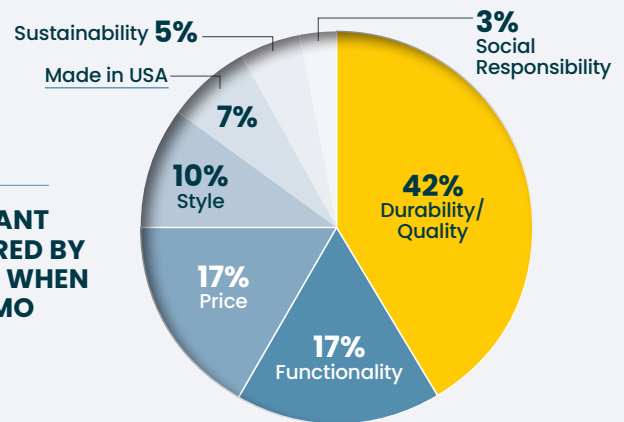
GOALS OF MALE END-BUYERS WHEN GIVING OUT PROMO



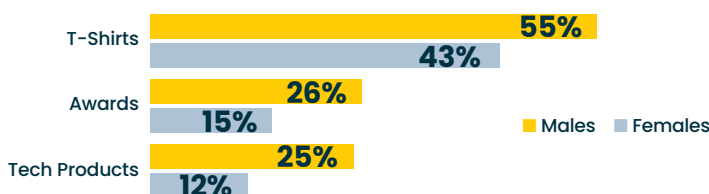
WHO DO MALE END-BUYERS GIVE PROMO PRODUCTS TO?



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



MALE END-BUYERS PURCHASED THESE PROMO PRODUCTS MORE THAN FEMALE END-BUYERS IN 2023



PERCENTAGE OF MALE END-BUYERS THAT WILL PAY A PREMIUM FOR PROMO PRODUCTS

