



THE 2025 STATE OF THE PROMO INDUSTRY:

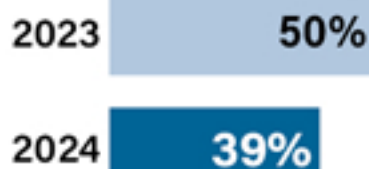
# CANADA

## SUPPLIER RELATIONS

Nearly all of Canada's distributors are concerned about suppliers raising prices due to tariffs and other inflationary factors. Meanwhile, distributors – particularly large ones – have increased their sourcing from outside North America.

### CANADIAN DISTRIBUTORS SAY:

"WE INCREASED THE NUMBER OF SUPPLIERS WE WORK WITH."



"WE SOURCE PRODUCTS FROM OUTSIDE NORTH AMERICA."



OF CANADIAN DISTRIBUTORS ARE WORRIED ABOUT THE **IMPACT OF TARIFF INCREASES**



OF CANADIAN DISTRIBUTORS ARE CONCERNED ABOUT **SUPPLIERS INCREASING PRICES**



**MORE ORDERS** HAD A TURNAROUND TIME OF **FIVE DAYS OR FEWER** IN 2024

