



A quick guide to

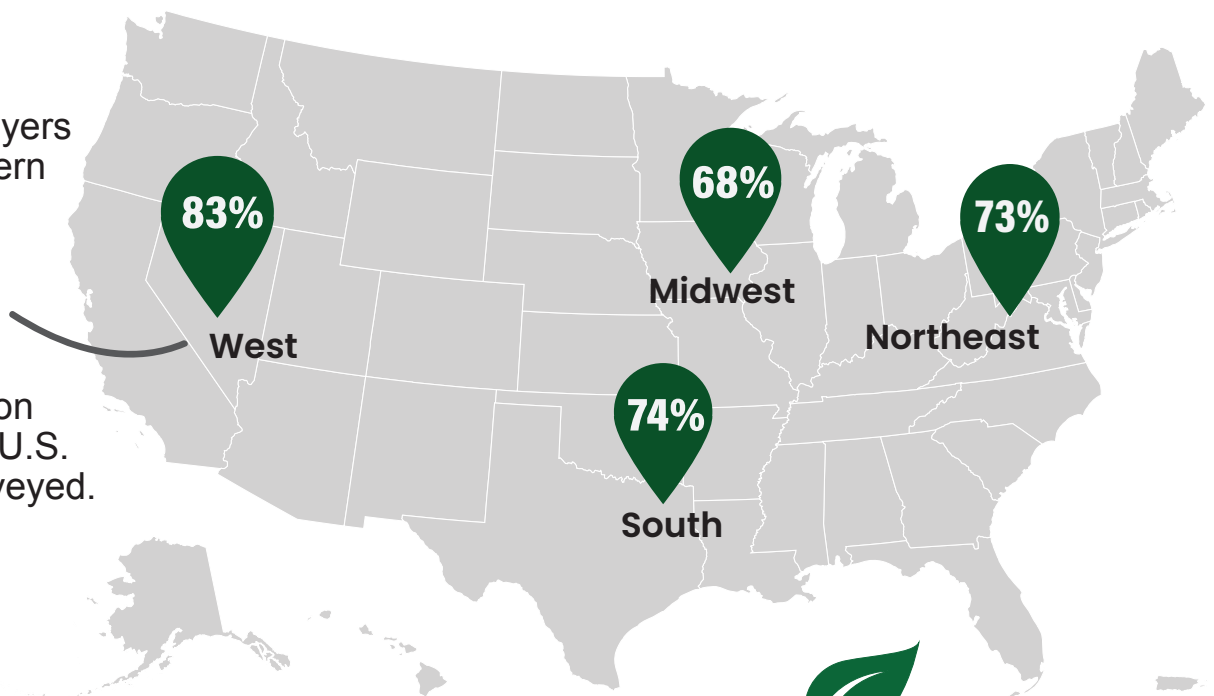
# PROMO PRODUCT SUSTAINABILITY

Clients are increasingly asking companies about their sustainability credentials as environmentally friendly products become an important factor in promo across demographics, ASI Research found.

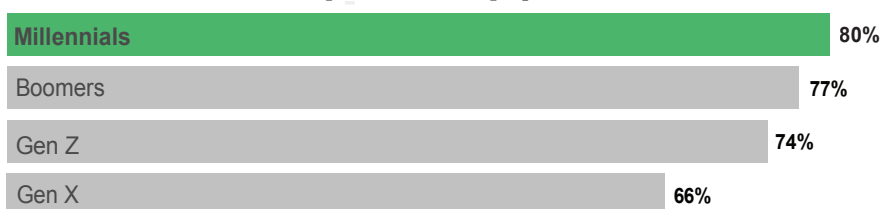


## How important is it that the promo you receive is environmentally friendly?

Over **80%** of end-buyers working in the Western region of the United States said it was important that the promo they receive is environmentally friendly, the top region out of all four major U.S. areas that were surveyed.



## Millennial end-buyers care most about environmentally friendly promo.



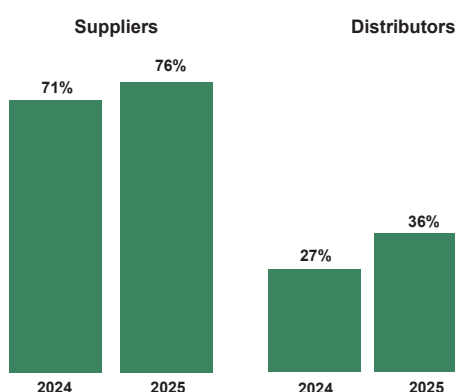
**78%**  
of men



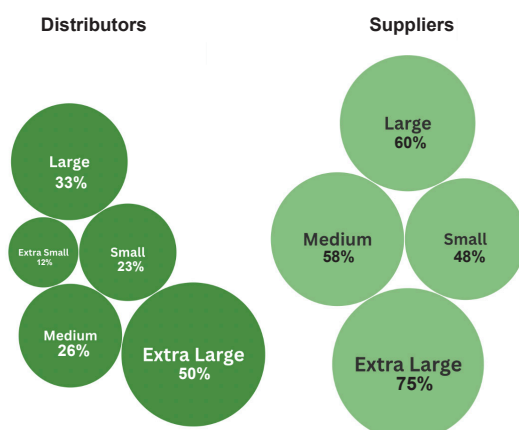
**71%**  
of women

believe it's important for their promo products to be environmentally friendly.

## Did you receive sustainability credential inquiries from clients/prospects?



## In 2024, did clients ask for more environmentally friendly products?



Larger suppliers and distributors were more likely to have clients ask for more environmentally friendly products.