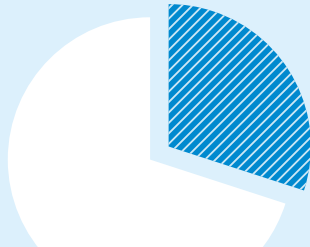




The United States vs. Europe

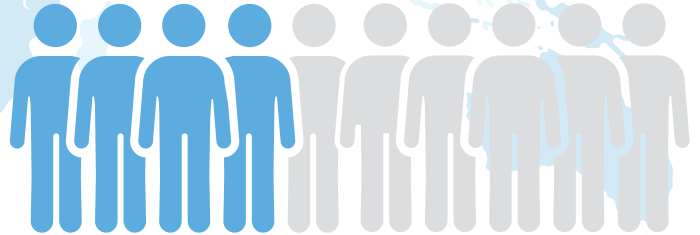
ARROWS INDICATE HOW EUROPE COMPARES TO AMERICAN FINDINGS

▲ European results greater than U.S. ▼ European results less than U.S.



ONE-THIRD

OF U.S. DISTRIBUTORS CITED **RIISING COSTS** AND **INFLATION** AS A MAJOR ISSUE FOR THEIR BUSINESS IN 2024. ▼



4-IN-10

AMERICAN DISTRIBUTORS ARE AT LEAST **SOMEWHAT CONCERNED** ABOUT THEIR CLIENTS DEVELOPING NEGATIVE ATTITUDES TOWARD PROMO. ▲

47%

OF AMERICAN DISTRIBUTORS ARE CURRENTLY USING **AI**. ▲



ONLY **8%** OF U.S. DISTRIBUTORS CITED **KEEPING UP TO DATE WITH RULES AND REGULATIONS** AS A MAJOR ISSUE. ▲

MORE THAN HALF (53%)

OF AMERICAN DISTRIBUTORS AGREE CLIENTS ASKED FOR MORE **ENVIRONMENTALLY FRIENDLY PRODUCTS** IN 2024 THAN 2023. ▲

16%

OF U.S. DISTRIBUTORS CITE **"REMAINING PROFITABLE UNDER PRESSURE TO CUT PRICES"** AS THEIR MOST DIFFICULT CHALLENGE. ▼