



End-Buyer Survey



HEALTHCARE

In 2024, ASI Research surveyed end-buyers of promotional products in various markets. Here are the key findings within the healthcare industry.

95%

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



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



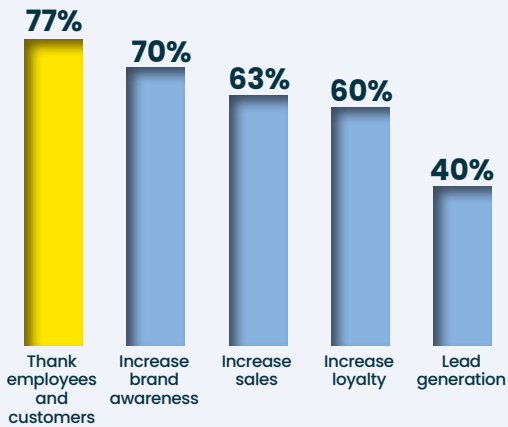
88%

OF HEALTHCARE END-BUYERS WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES.

38%

OF HEALTHCARE END-BUYERS PLAN TO INCREASE THEIR PROMO SPENDING IN 2024.

GOALS OF HEALTHCARE END-BUYERS WHEN GIVING OUT PROMO



HEALTHCARE END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND 34% OF THEIR MARKETING BUDGET ON PROMO.

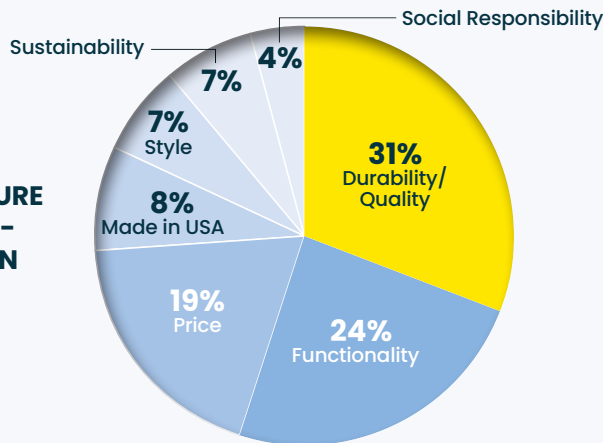


57%

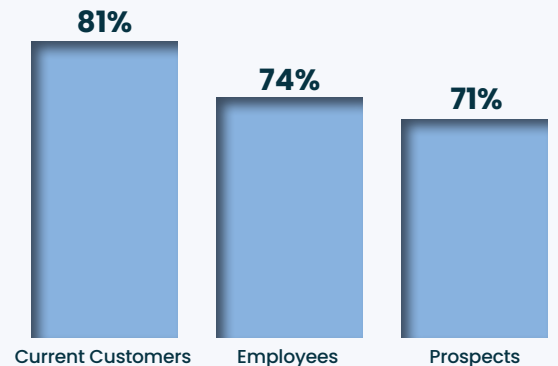


OF HEALTHCARE END-BUYERS WHO USE PROMO SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY

MOST IMPORTANT FEATURE CONSIDERED BY HEALTHCARE END-BUYERS WHEN PURCHASING PROMO



WHO DO HEALTHCARE END-BUYERS GIVE PROMO PRODUCTS TO?



64%

OF HEALTHCARE END-BUYERS WOULD PAY A PREMIUM FOR SOCIALLY RESPONSIBLE PRODUCTS, THE HIGHEST OUT OF ANY END-BUYER SEGMENT SURVEYED BY ASI.

HEALTHCARE END-BUYERS PURCHASED MORE HEALTH AND SAFETY PRODUCTS (34%) THAN ANY OTHER END-BUYER SEGMENT IN 2023.