



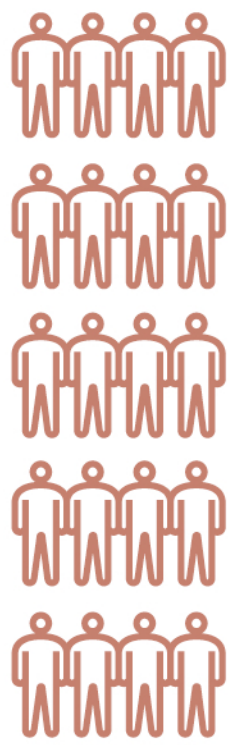
THE 2025 STATE OF THE PROMO INDUSTRY:

CANADA

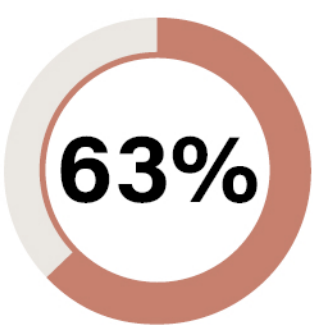
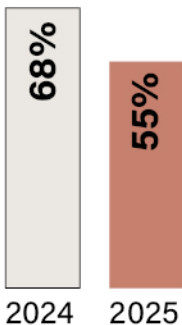


THE LABOUR MARKET

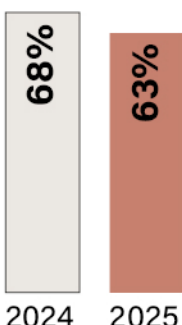
While concerns have generally eased since 2023, distributors continue to monitor their relations with workers and make adjustments as necessary.



OF DISTRIBUTORS ARE CONCERNED ABOUT **FINDING WORKERS** THIS YEAR

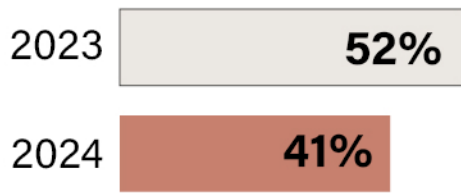


OF DISTRIBUTORS ARE CONCERNED ABOUT **RETAINING WORKERS** THIS YEAR

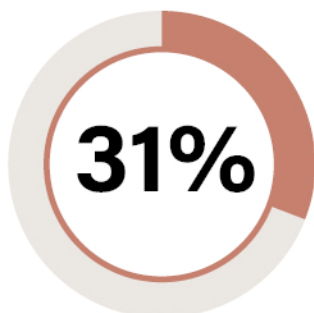
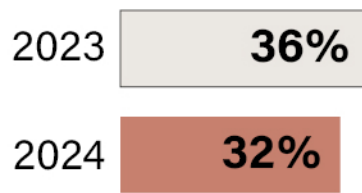


PERCENTAGE OF DISTRIBUTORS WHO RAISED WAGES...

TO RETAIN **CURRENT WORKERS**



TO ATTRACT **NEW WORKERS**



OF DISTRIBUTORS SAID IT TOOK LONGER TO **FILL POSITIONS** IN 2024

