



End-Buyer Survey RETAIL



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

97% OF RETAIL END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE.

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



Highest of any end-buyer market surveyed by ASI Research

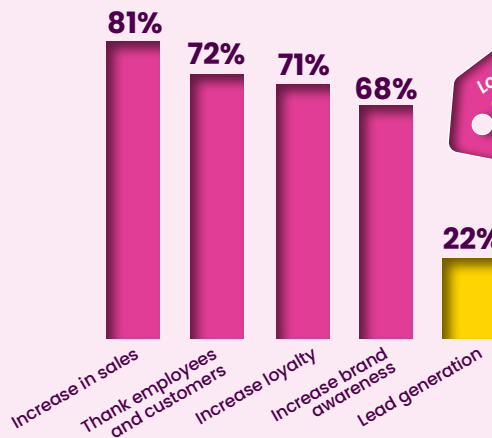
88% WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES.

37% PLAN TO INCREASE THEIR PROMO SPENDING IN 2024.

67%

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

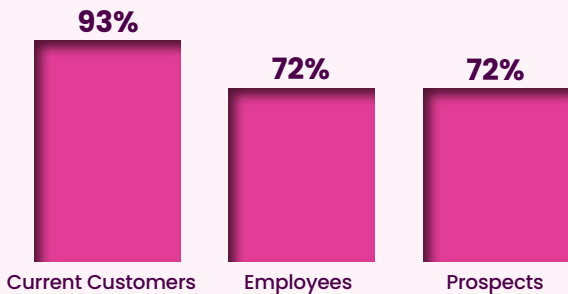
GOALS OF RETAIL END-BUYERS WHEN GIVING OUT PROMO



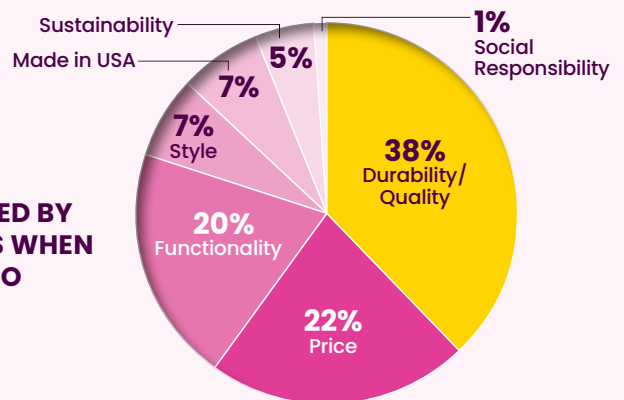
Lower than any end-buyer market surveyed by ASI Research

RETAIL END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND 32% OF THEIR MARKETING BUDGET ON PROMO

WHO DO RETAIL END-BUYERS GIVE PROMO PRODUCTS TO?



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



72%

OF RETAIL END-BUYERS WOULD PAY A PREMIUM FOR MADE-IN-THE-USA PRODUCTS.



MORE THAN ONE-THIRD (34%) OF RETAIL END-BUYERS PURCHASED MAGNETS IN THE PAST 12 MONTHS

