

CANADA

2026 STATE OF THE PROMO INDUSTRY



SUPPLY CHAIN INSIGHTS

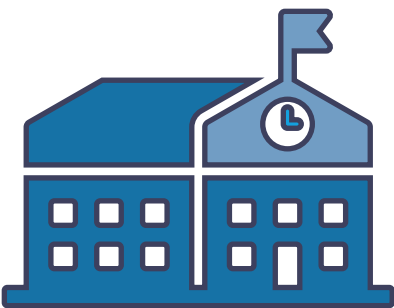
While the percentage of on-time orders remained largely consistent year to year, the percentage of error-free deliveries fell from 87% in 2023 to 81% in 2025. Meanwhile, the number of distributors who lost an order due to disruption surged to 2022 levels.

TOP END-BUYER MARKETS

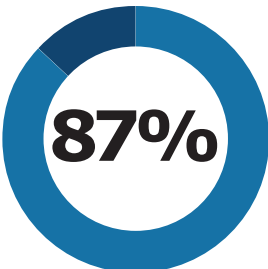
1. CONSTRUCTION



2. EDUCATION

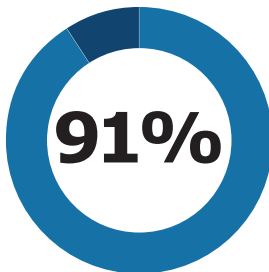


3. CONSUMER PACKAGED GOODS

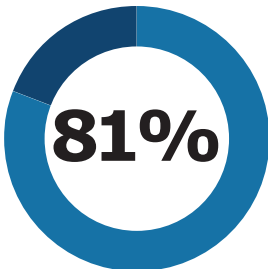


OF ORDERS
**ARRIVED
ON TIME**

2024: **87%** 2023: **85%**

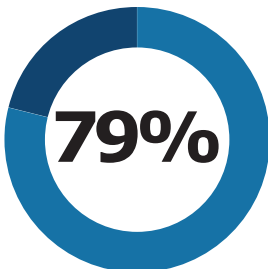


ARE CONCERNED
ABOUT **SUPPLY
CHAIN DISRUPTIONS** IN 2026.



OF ORDERS
**ARRIVED
ERROR-FREE**

2024: **83%** 2023: **87%**



**LOST AN ORDER
DUE TO A SUPPLY
CHAIN ISSUE**

2024: **50%** 2023: **45%**

TOP PRODUCTS BY SALES

1. T-SHIRTS



2. OTHER WEARABLES



3. HEADWEAR

