



End-Buyer Survey

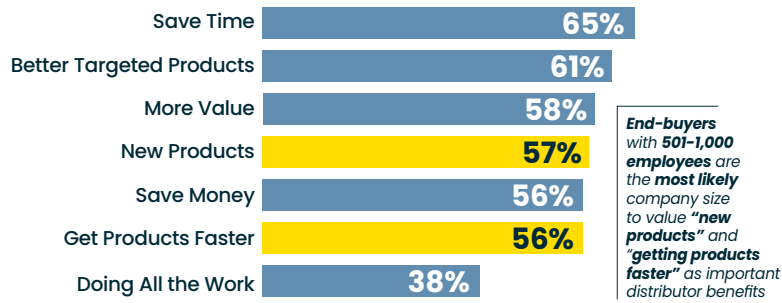
COMPANIES WITH 501-1,000 EMPLOYEES

In 2024, ASI Research surveyed promotional products end-buyers at companies of varying sizes. Here are the key findings for end-buyers at companies with 501-1,000 employees.

98%

 OF END-BUYERS USING PROMO AT COMPANIES WITH 501-1,000 EMPLOYEES ARE SATISFIED WITH THE ROI THEY RECEIVE

MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS WITH 501-1,000 EMPLOYEES



61%

 OF END-BUYERS WITH 501-1,000 EMPLOYEES PLAN TO INCREASE THEIR SPENDING ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR, MORE THAN ANY OTHER COMPANY SIZE SURVEYED

92%

 OF END-BUYERS WITH 501-1,000 EMPLOYEES WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

END-BUYERS AT COMPANIES WITH 501-1,000 EMPLOYEES SAY THEY SPEND

41%

OF THEIR **MARKETING BUDGET ON PROMO**, MORE THAN ANY OTHER COMPANY SIZE SURVEYED



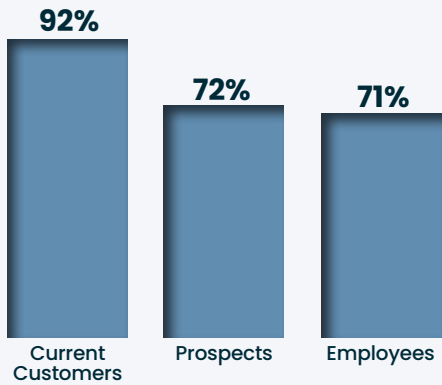
70%

 OF END-BUYERS USING PROMO AT COMPANIES WITH 501-1,000 EMPLOYEES SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY

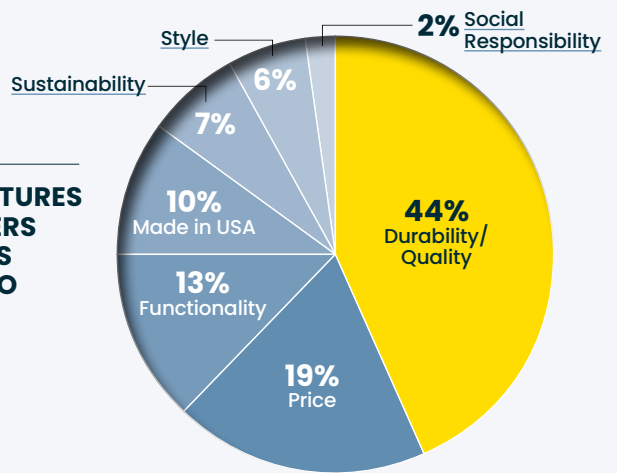
GOALS OF END-BUYERS WITH 501-1,000 EMPLOYEES WHEN GIVING OUT PROMO



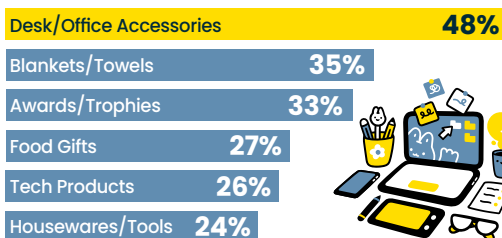
WHO DO END-BUYERS WITH 501-1,000 EMPLOYEES GIVE PROMO PRODUCTS TO?



THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS WITH 501-1,000 EMPLOYEES WHEN PURCHASING PROMO



END-BUYERS WITH 501-1,000 EMPLOYEES PURCHASE THESE **PROMO PRODUCTS** MORE THAN END-BUYERS IN ANY OTHER COMPANY SIZE SURVEYED



73%

 OF END-BUYERS WITH 501-1,000 EMPLOYEES WOULD PAY A PREMIUM FOR **ENVIRONMENTALLY FRIENDLY PRODUCTS**, THE MOST OF ANY END-BUYER SEGMENT SURVEYED