



THE
STATE
OF
THE

CANADIAN PROMO INDUSTRY



THE SUPPLIER-DISTRIBUTOR RELATIONSHIP

While the majority of distributors agree that communication with their suppliers is strong, nearly all of them are concerned about price increases this year.

"Communication with our suppliers is strong."



CANADA

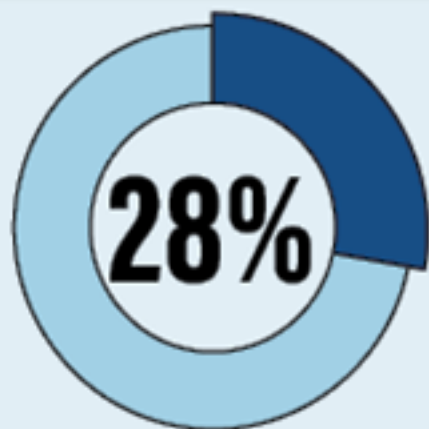
78%

U.S.

77%



98%
of distributors are concerned about suppliers **increasing prices.**



of orders required a turnaround time of **5 days or fewer** in 2023.

CANADA

50%

U.S.

48%



"We increased the number of suppliers we purchased from in 2023."



*"We source product from **outside North America.**"*

CANADA

58%

U.S.

62%

