



# THE 2025 STATE OF THE PROMO INDUSTRY: CANADA

## LOOKING AHEAD

Top challenges this year for Canadian distributors continue to be profitability based, as economic concerns and tariff woes put downward pressure on end-buyer demand. And while AI adoption is more prevalent among large distributors than small, a clear majority of all companies are concerned about cybersecurity in 2025.

### TOP 3 MOST DIFFICULT CHALLENGES IN 2025

# #1

INCREASING  
THE SIZE  
OF OUR  
CUSTOMER  
BASE

# #2

REMAINING  
PROFITABLE  
UNDER  
PRESSURE TO  
CUT PRICES

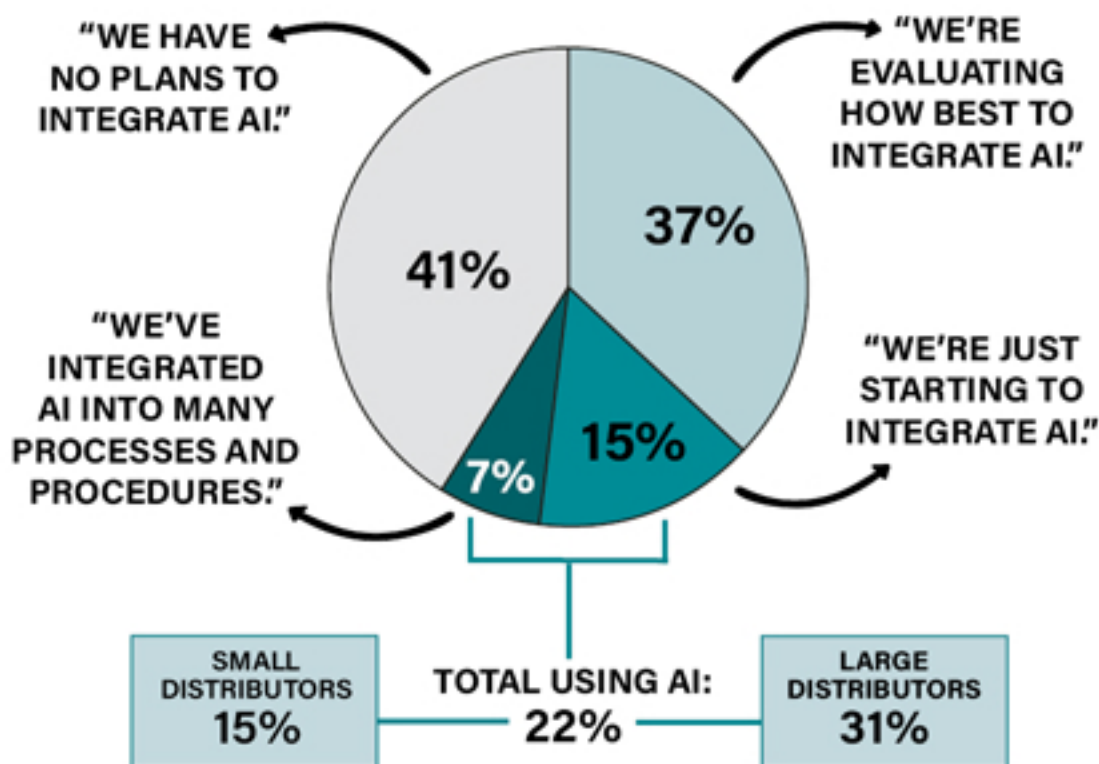
# #3

RETAINING  
OUR BEST  
CUSTOMERS



OF DISTRIBUTORS ARE  
CONCERNED ABOUT  
**CYBERSECURITY AND  
RANSOMWARE ATTACKS.**

### DISTRIBUTORS USING AI



### IN THE NEXT YEAR, WE'RE LIKELY TO...

#### SELL OUR COMPANY



#### ACQUIRE A COMPANY

