



# End-Buyer Survey



# CONSTRUCTION

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

# 98%

OF CONSTRUCTION END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE

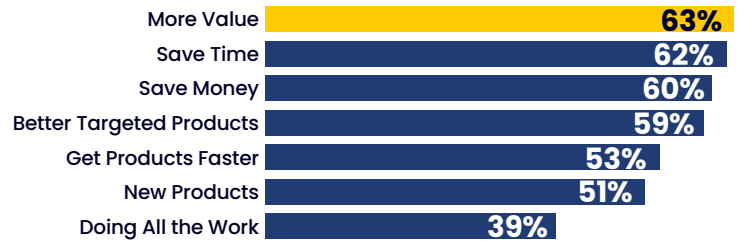
# 93%

 OF CONSTRUCTION END-BUYERS WOULD RECOMMEND **PROMO PRODUCTS** TO SIMILAR COMPANIES

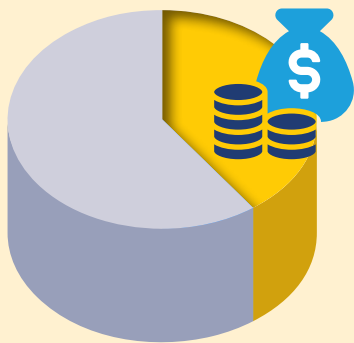
# 54%

OF END-BUYERS PLAN TO **INCREASE THEIR PROMO SPENDING** IN 2024

### MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO CONSTRUCTION END-BUYERS



# 66%

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

CONSTRUCTION END-BUYERS WHO PURCHASE **PROMOTIONAL PRODUCTS** SAY THEY SPEND

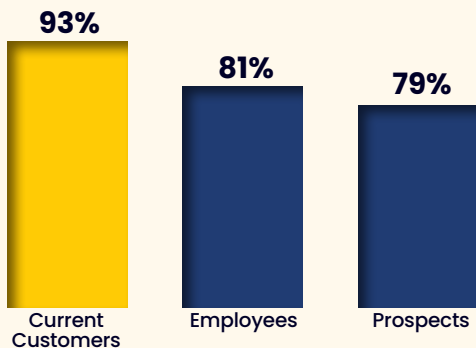
# 40%

OF THEIR **MARKETING BUDGET** ON **PROMO**

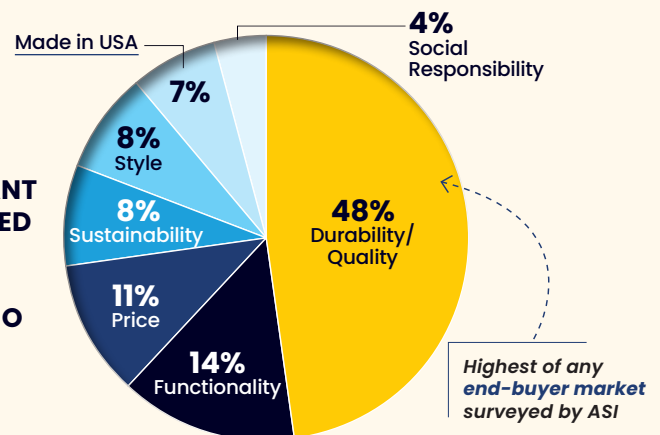
### GOALS OF CONSTRUCTION END-BUYERS WHEN GIVING OUT PROMO



### WHO DO CONSTRUCTION END-BUYERS GIVE PROMO PRODUCTS TO?



THE MOST IMPORTANT FEATURE CONSIDERED BY CONSTRUCTION END-BUYERS WHEN PURCHASING PROMO



# 78%

 OF CONSTRUCTION END-BUYERS WOULD PAY A **PREMIUM** FOR **MADE-IN-THE-USA PRODUCTS** – THE **HIGHEST** OUT OF **ANY END-BUYER MARKET** SURVEYED BY ASI

CONSTRUCTION END-BUYERS PURCHASED MORE OF THESE PROMO PRODUCTS THAN ANY OTHER END-BUYER SEGMENT IN 2023

