



End-Buyer Survey

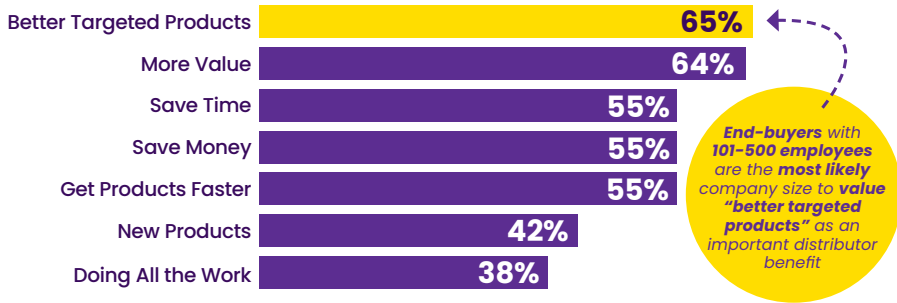
COMPANIES WITH 101-500 EMPLOYEES

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 101-500 employees.

96%

 OF END-BUYERS USING PROMO AT COMPANIES WITH 101-500 EMPLOYEES ARE SATISFIED WITH THE ROI THEY RECEIVE

MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS WITH 101-500 EMPLOYEES



86%

 OF END-BUYERS WITH 101-500 EMPLOYEES WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

96%

 OF END-BUYERS WITH 101-500 EMPLOYEES PLAN TO INCREASE OR MAINTAIN THEIR SPENDING ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR

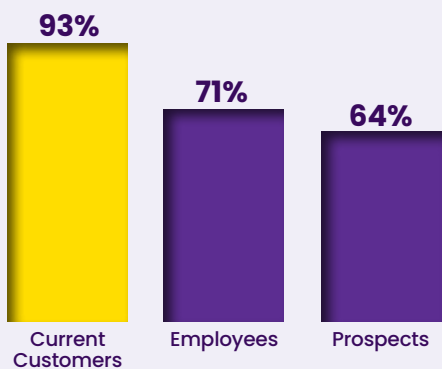
END-BUYERS WITH 101-500 EMPLOYEES SAY THEY SPEND 36% OF THEIR MARKETING BUDGET ON PROMO



65%

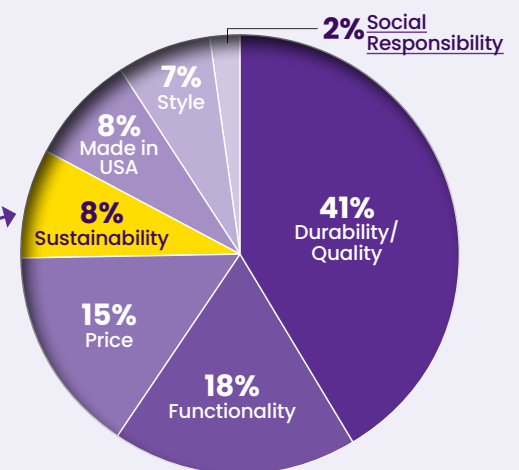
 OF END-BUYERS USING PROMO AT COMPANIES WITH 101-500 EMPLOYEES SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY

WHO DO END-BUYERS WITH 101-500 EMPLOYEES GIVE PROMO PRODUCTS TO?



THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS WITH 101-500 EMPLOYEES WHEN PURCHASING PROMO

End-buyers with 101-500 employees are more likely to name sustainability as their top promo feature consideration than any other company size surveyed



THE MOST COMMON PRODUCTS PURCHASED BY END-BUYERS WITH 101-500 EMPLOYEES INCLUDE T-SHIRTS, CAPS/HEADWEAR, BAGS AND DESK/OFFICE ACCESSORIES

