



End-Buyer Survey

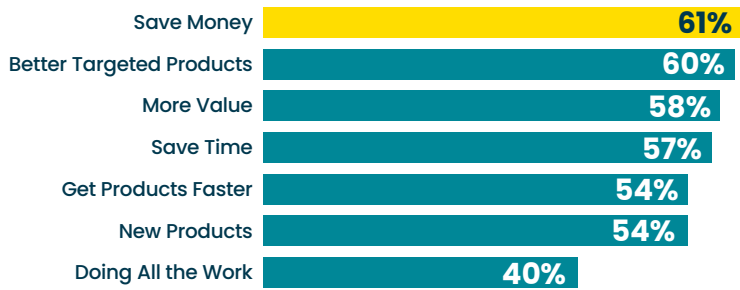
COMPANIES WITH MORE THAN 5,000 EMPLOYEES

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 more than 5,000 employees.

96%

OF END-BUYERS USING PROMO AT COMPANIES WITH MORE THAN 5,000 EMPLOYEES ARE SATISFIED WITH THE ROI THEY RECEIVE

MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS WITH MORE THAN 5,000 EMPLOYEES



88%

OF END-BUYERS WITH MORE THAN 5,000 EMPLOYEES WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

97%

OF END-BUYERS WITH OVER 5,000 EMPLOYEES PLAN TO INCREASE OR MAINTAIN THEIR SPENDING ON PROMO PRODUCTS IN THE NEXT YEAR, MORE THAN ANY OTHER COMPANY SIZE SURVEYED

END-BUYERS WITH MORE THAN 5,000 EMPLOYEES SAY THEY SPEND

30%

OF THEIR MARKETING BUDGET ON PROMO

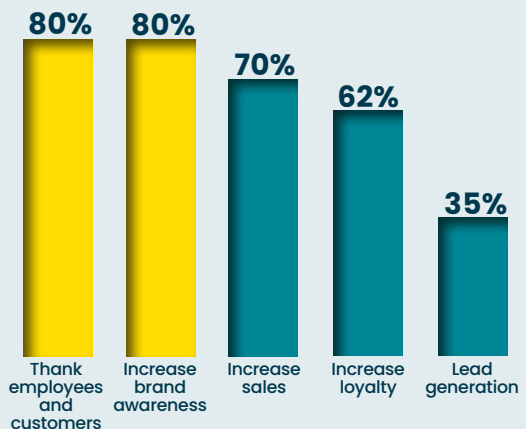


58%

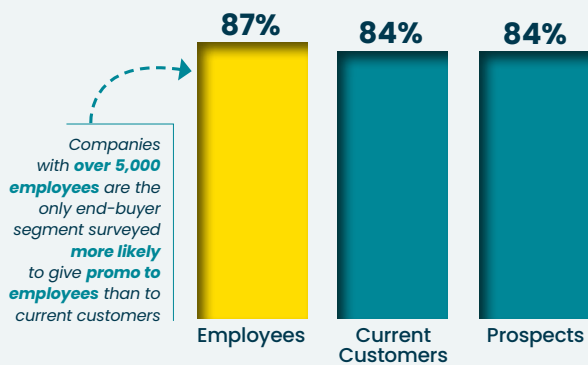
OF END-BUYERS USING PROMO AT COMPANIES WITH OVER 5,000 EMPLOYEES SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY



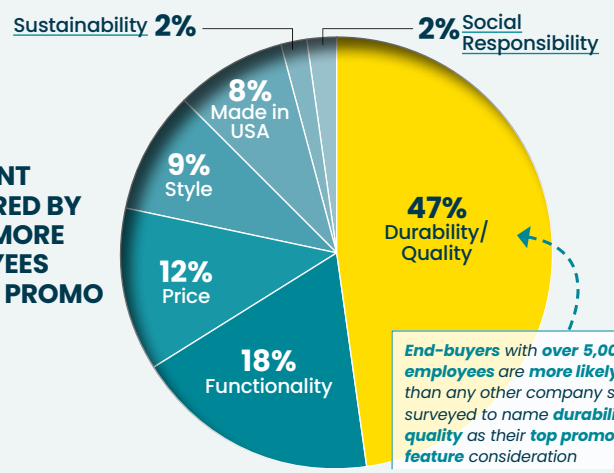
GOALS OF END-BUYERS WITH MORE THAN 5,000 EMPLOYEES WHEN GIVING OUT PROMO



WHO DO END-BUYERS WITH MORE THAN 5,000 EMPLOYEES GIVE PROMO PRODUCTS TO?



THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS WITH MORE THAN 5,000 EMPLOYEES WHEN PURCHASING PROMO



65%

OF END-BUYERS WITH OVER 5,000 EMPLOYEES WOULD PAY A PREMIUM FOR SOCIALLY RESPONSIBLE PRODUCTS, MORE THAN ANY OTHER COMPANY SIZE SURVEYED



END-BUYERS WITH OVER 5,000 EMPLOYEES PURCHASE THESE PROMO PRODUCTS MORE THAN END-BUYERS IN ANY OTHER COMPANY SIZE SURVEYED

