



How To Sell the Top 10 Most Profitable Promos

Learn how to make the sale for the most popular promotional products your clients are looking to buy.



1. T-Shirts

The classic branded tee is a promotional favorite for a reason. Let clients know how T-shirts have mass appeal for easy marketing for any audience, purpose and budget. They also offer lots of room for your client's logo. All of these selling points combined with low minimums, fast production and broad size ranges make T-shirts an easy first product for you to sell.

T-shirts accounted for

\$4.283
billion

in distributor sales in 2024.*

Sales Opportunities:

- Event giveaways
- Retail merchandise
- Spirit gear



2. Drinkware

Drinkware accounted for

\$2.766
billion

in distributor sales in 2024.*

From water bottles to tumblers and mugs, branded drinkware is a daily-use item that keeps your client's logo front and center, down to the last sip.

Drinkware fits almost every industry and with options ranging from budget-friendly plastic bottles to high-end stainless steel tumblers, there's a lot of opportunity to sell this versatile category with strong margins.

Sales Opportunities:

- Onboarding kits
- Charity run signup gifts
- Customer appreciation



3. Polos

Polished and professional, polos bring upscale appeal to your clients' branded apparel. These shirts boast high perceived value and typically a higher price point than traditional cotton tees, allowing you to increase your profit margins while speaking to the need for high-end, prestigious clothing styles.

Sales Opportunities:

- Corporate golf outings
- Employee uniforms
- Trade show giveaways

Polos accounted for
\$2.527
billion
 in distributor sales in 2024.*



4. Headwear

Hats, caps and beanies are some of the strongest-selling promotional items thanks to their broad appeal and prominent branding space. Headwear also has a long lifespan, which means your clients' logos stay visible for months or even years. With options like trucker caps, dad hats and knit beanies, there's a style for every season and every audience.

Sales Opportunities:

- Sports teams
- Outdoor events
- Retail programs

Headwear accounted for
\$2.394
billion
 in distributor sales in 2024.*



5. Bags



Bags accounted for
\$1.915 billion
 in distributor sales in 2024.*

Bags are one of the most versatile and best-selling promotional items across the entire industry. Practical options like tote bags, backpacks, drawstring bags and

duffels are perfect for taking on grocery runs or errands, turning every outing into a brand opportunity. Their reusability also appeals to sustainability-focused buyers, making them a reliable year-round seller.

Sales Opportunities:

- Conference giveaways
- Gyms and fitness studios
- Food and beverage companies

6. Wearables

Think beyond just shirts when it comes to wearable promos. Wearables like gloves, socks and scarves are all fashion-forward promotional pieces that your clients will be proud to put their logo on. These stylish accessories also offer creative imprint opportunities and high impact for a low cost, making them an easy upsell.



Wearables accounted for
\$1.676 billion
 in distributor sales in 2024.*

Sales Opportunities:

- Community events
- Fundraising programs
- Company gift stores

7. Writing Instruments

Writing instruments such as pens, pencils and highlighters are classic promo favorites, as they're affordable, fast to produce and easy to distribute. They fit every buyer and every budget, which makes them a top seller for new businesses entering promo. Sell them now and they'll likely turn into repeat orders. Plus, their usefulness ensures ongoing visibility for the brands that hand them out.

Sales Opportunities:

- Schools and universities
- Banks and financial institutions
- Trade shows and conferences

Writing Instruments accounted for

\$1.41
billion

in distributor sales in 2024.*



8. Shirts

Help your customers expand their branded clothing assortment with premium options like athlete-approved performance styles or timeless button-downs. Ask your clients the intended audience to determine the best shirts for their promotion. For example, dress shirts make great corporate gifts, while performance styles will be most appreciated by active audiences.

Sales Opportunities:

- Client appreciation
- End-of-year staff gifts
- Online company stores

Shirts accounted for

\$1.117
billion

in distributor sales in 2024.*



9. Desk Accessories



Desk Accessories accounted for

\$984
million

in distributor sales in 2024.*

Business essentials like mouse pads, sticky notes, desk organizers and calendars are always in demand in corporate, education and home office settings. They provide everyday

visibility for brands, especially in remote or hybrid work environments where desk spaces are highly personalized. Desk items also ship easily and have low minimums, which makes them ideal for quick-turn orders.

Sales Opportunities:

- New hire gift sets
- College recruitment and job fairs
- Employee anniversary awards

10. Electronics

Help your clients power up their brand strategy with high-value tech items like power banks, earbuds and USB drives that communicate a modern, innovative company mindset. Tech accessories make excellent premium gifts or add-ons to higher-value orders. Their wide price range – from budget-friendly to upscale – lets you tailor recommendations to each client’s needs.

Sales Opportunities:

- Corporate businesses
- New student orientations
- End-of-year gifts

Electronics accounted for

\$931
million

in distributor sales in 2024.*



* Per ASI's 2023 Ad Impressions Study