



End-Buyer Survey



AUTOMOTIVE

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



95% OF AUTOMOTIVE END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE

ALMOST HALF (48%) PLAN TO INCREASE THEIR PROMO SPENDING IN 2024.

8 in 10 WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO AUTOMOTIVE END-BUYERS



GOALS OF AUTOMOTIVE END-BUYERS WHEN GIVING OUT PROMO

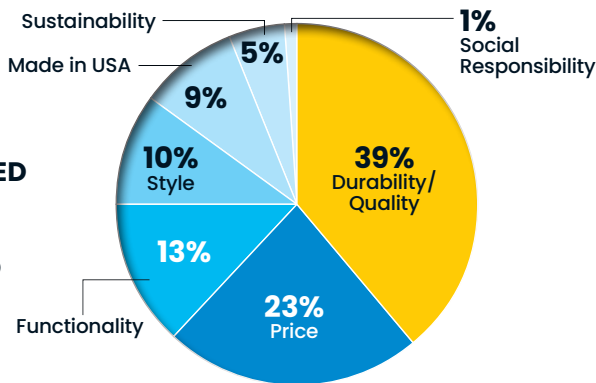


70% OF AUTOMOTIVE END-BUYERS WHO USE PROMO SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY

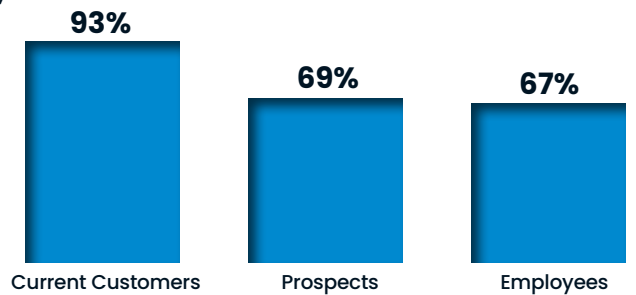
THE PERCENTAGE OF THEIR MARKETING BUDGET THAT AUTO END-BUYERS SPEND ON PROMO

42%

MOST IMPORTANT FEATURES CONSIDERED BY AUTOMOTIVE END-BUYERS WHEN PURCHASING PROMO



WHO DO AUTOMOTIVE END-BUYERS GIVE PROMO PRODUCTS TO?



69% WOULD PAY FOR A PREMIUM FOR PROMO PRODUCTS THAT ARE MADE IN THE USA

A THIRD OF AUTOMOTIVE END-BUYERS WHO USE PROMO PURCHASED TECH PRODUCTS IN 2023 – MORE THAN ANY OTHER END-BUYER MARKET SURVEYED BY ASI

MORE THAN **8 in 10** AUTO END-BUYERS WHO USE PROMO PURCHASED APPAREL IN 2023