

# TOP 5 MARKETS THAT WANT PROMO PRODUCTS RIGHT NOW

**Promo products make up a \$24.7 billion industry.**  
Logoed items are used in nearly every market,  
but these were the biggest customers last year.

## 1 EDUCATION

T-shirts, hoodies, spiritwear and accessories are popular in education, but these customers need a one-stop shop. Think outside the school – Greek life and school clubs are additional business.



### TOP PRODUCTS

- T-shirts
- Bags
- Writing Instruments
- Drinkware
- Awards

### LEADING USES OF PROMO

- Self-promo & marketing giveaways
- Awards & recognition
- Employee gifts
- School events

## 2 HEALTHCARE

This market is highly competitive: Hospitals, clinics and nursing homes all vie for name recognition and use promotional products to get it. These include first-aid kits, keychains, frisbees, flashlights, surgical caps and T-shirts.



### TOP PRODUCTS

- Bags
- Writing Instruments
- Drinkware
- Desk Accessories
- T-shirts

### LEADING USES OF PROMO

- Self-promo & marketing giveaways
- Client gifts
- Wellness or safety initiatives
- Company events
- Employee gifts

## 3 FINANCE & INSURANCE

Think about banks, brokers, credit unions and all the community events they sponsor. They need products like pens, balloons, letter openers, stationery and visors.



### TOP PRODUCTS

- Writing Instruments
- Bags
- Desk & Office Accessories
- Calendars
- Drinkware

### LEADING USES OF PROMO

- Client gifts
- Trade show giveaways
- Self-promo & marketing giveaways
- Company events
- Awards & recognition

## 4 MANUFACTURING & DISTRIBUTION

There's a strong need for promo products that resonate within this market. Pens, note pads and custom USBs can show the precision problem-solving of your client, or use cleaning cloths, hot/cold packs and cooling towels to cater to their needs.



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- Calendars
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### LEADING USES OF PROMO

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- Employee gifts
- Company events
- Trade show giveaways
- Client gifts

## 5 NONPROFITS & NOT-FOR-PROFITS

While cost-conscious and difficult to land without a referral, nonprofits and not-for-profits are still valuable customers. Decorators will find the most success, since these groups love T-shirts, polos and trendy accessories.



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- Bags
- Awards
- Writing Instruments

### LEADING USES OF PROMO

- Self-promo & marketing giveaways
- Company events
- Awards & recognition
- Employee gifts
- Trade show giveaways

These are just 5, but there are many lucrative markets. For a larger breakdown of popular markets, take a look at the most recent **Counselor® State of the Industry Report.**

Stay up to date on the latest industry stats when you visit **ASI® Research.**