

# CANADA

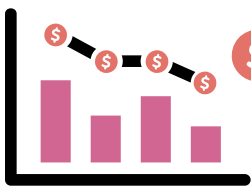
2026 STATE OF THE PROMO INDUSTRY



## FUTURE MATTERS

While the top business challenges remained the same for 2025 and 2026, concerns about recruiting and retaining well-qualified workers have increased once again. More distributors also report having been a victim of a cyberattack in 2025 compared to the year before.

### DISTRIBUTORS' TOP CHALLENGES FOR 2026

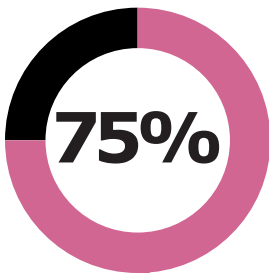
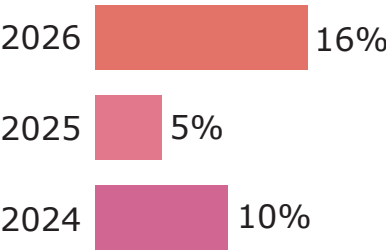


"REMAINING  
**PROFITABLE**  
UNDER PRESSURE  
TO CUT PRICES"



"INCREASING  
THE **SIZE** OF  
OUR **CUSTOMER**  
**BASE**"

**16%** OF DISTRIBUTORS  
SAID **RECRUITING  
AND RETAINING**  
WELL-QUALIFIED EMPLOYEES IS  
THEIR **TOP CHALLENGE OF 2026**



OF DISTRIBUTORS  
**USE AI**  
IN SOME CAPACITY

**24%** HAVE BEEN  
A VICTIM OF A  
**CYBERSECURITY  
ATTACK**  
IN 2024: **15%**

**12%** ARE **LIKELY  
TO SELL** THEIR  
COMPANY IN 2026  
IN 2024: **20%** IN 2025: **18%**

**12%** ARE **LIKELY  
TO ACQUIRE** A  
COMPANY IN 2026  
IN 2024: **10%** IN 2025: **9%**

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ART/VIDEO CREATION



WRITE PROPOSALS/PLANS/RFPs

