

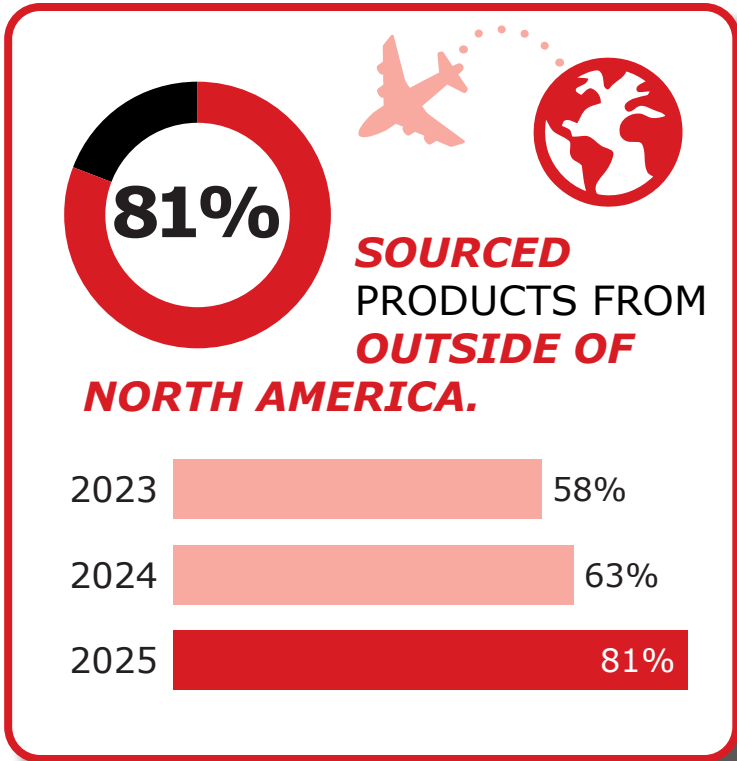
CANADA

2026 STATE OF THE PROMO INDUSTRY



SUPPLIER PARTNERSHIPS

As the number of distributors reporting that the size of their supplier network ticked back up in 2025 and the percent that sourced product overseas surged, the percentage of those who are “extremely concerned” about price increases and tariffs in 2026 fell.



WE ASKED DISTRIBUTORS HOW CONCERNED THEY ARE ABOUT CERTAIN BUSINESS CHALLENGES IN 2026.

