

# CANADA

2026 STATE OF THE PROMO INDUSTRY



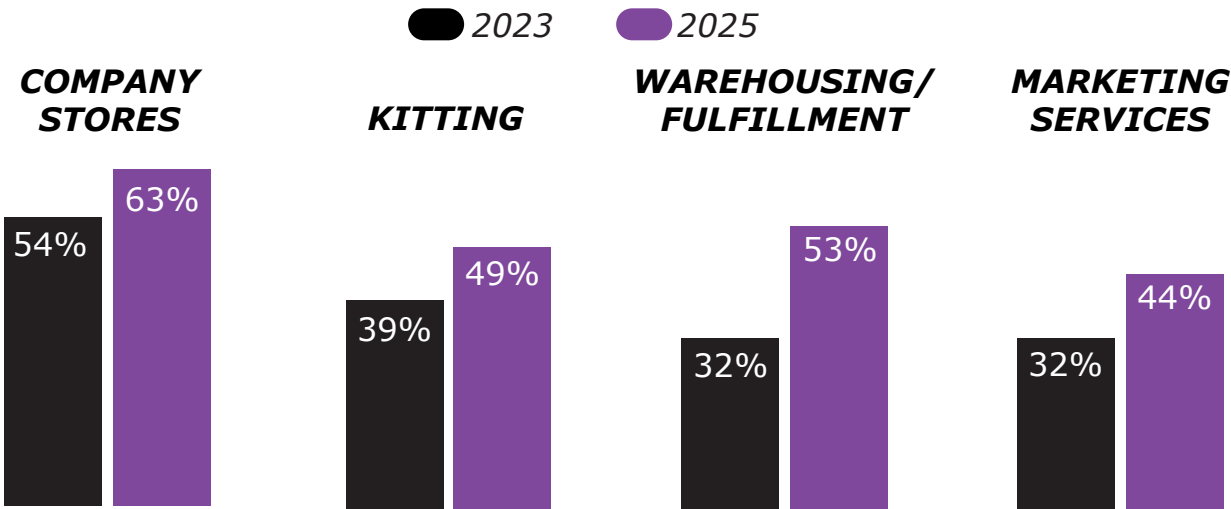
## SALES FIGURES

While the average gross profit margin for distributors fell slightly in 2025, average days sales outstanding rose, as did the number of distributors who sold to customers outside Canada and the U.S. Distributors also say client projects are taking longer to complete than in previous years.

**35%** AVERAGE **GROSS PROFIT MARGIN** IN 2025  
IN 2023: **38%** IN 2024: **36%**

**32** AVERAGE **DAYS SALES OUTSTANDING** IN 2025  
IN 2022: **38** IN 2023: **31** IN 2024: **31**

## WHAT OTHER SERVICES DO CANADIAN DISTRIBUTORS OFFER?



**26%** **SELL TO CUSTOMERS OUTSIDE OF NORTH AMERICA**  
IN 2023: **9%**

**83%** AVERAGE % **CLIENTS RETAINED** IN 2025  
IN 2023: **79%** IN 2024: **80%**

**53%** SAY CLIENT PROJECTS ARE **TAKING LONGER TO COMPLETE**

