

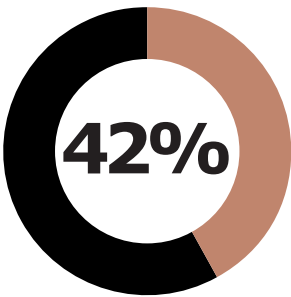
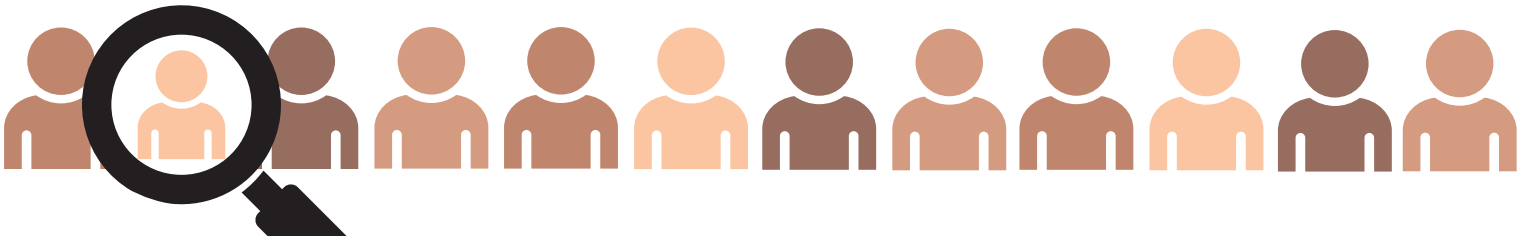
CANADA

2026 STATE OF THE PROMO INDUSTRY

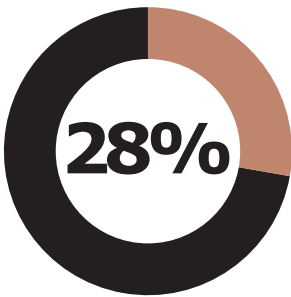
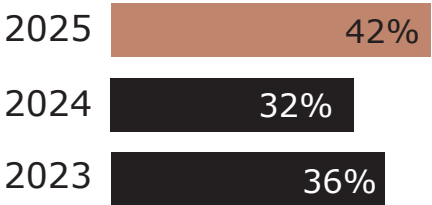


WORKFORCE TRENDS

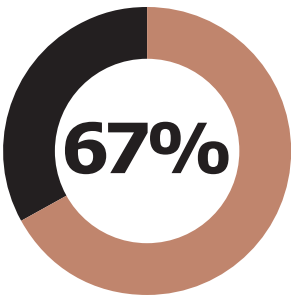
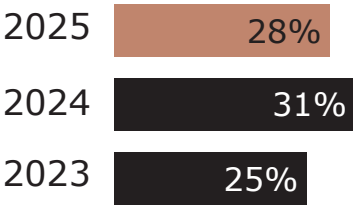
The percentage of distributors who had to increase compensation to attract new hires rose significantly in 2025 from the previous year, and the percentage who are concerned about finding qualified workers this year rose to 2024 levels.



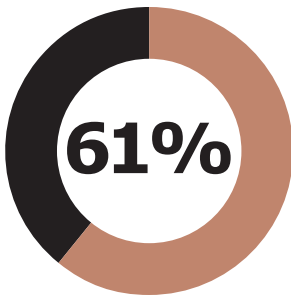
**RAISED WAGES
FOR NEW
EMPLOYEES IN
2025.**



**SAID IT TOOK
LONGER
TO FILL
POSITIONS
IN 2025.**



**ARE CONCERNED
ABOUT FINDING
QUALIFIED
WORKERS
IN 2026.**



**ARE CONCERNED
ABOUT
RETAINING
THEIR BEST
WORKERS
IN 2026.**

