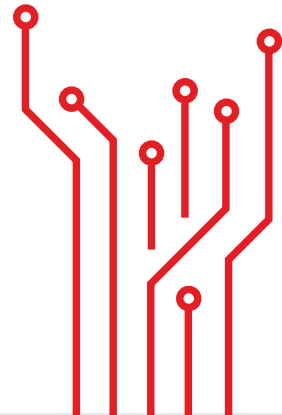


INTERNATIONAL

Global Advertising Impressions Study

2026/2027 EDITION

*Demonstrating the value and effectiveness
of promotional products for end-users*



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- Canada [Available Now](#)



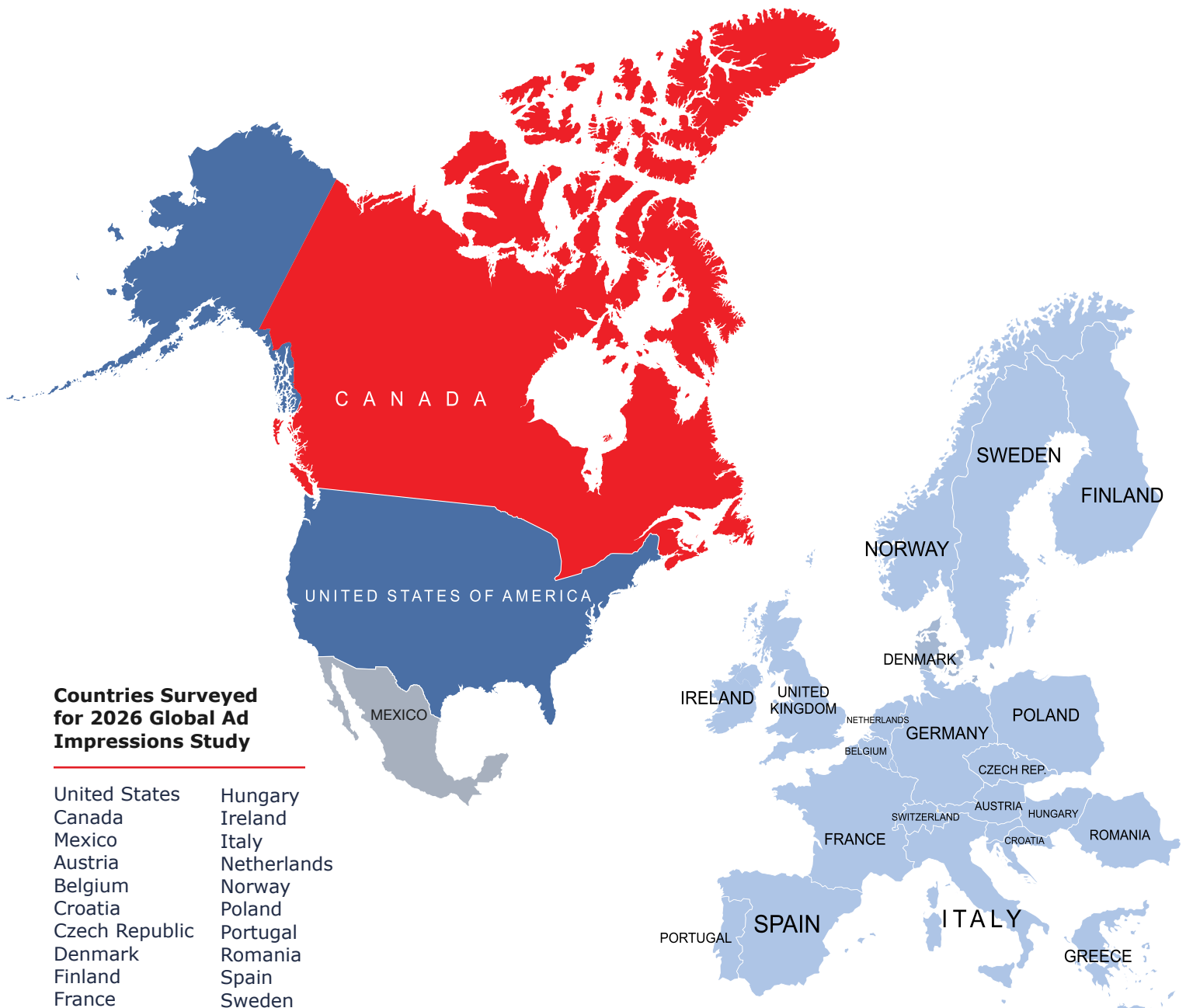
Introduction

ASI's Ad Impressions study has focused on providing ASI members with data proving the powerful impact and influence of promotional products since it was first launched in 2006.

The findings in this report are based on thousands of online surveys taken by consumers (known in the promotional products industry as "end-users") throughout the United States, Canada, Mexico and much of Europe, focused on both individual promotional product categories and overall promo preferences by country. ASI Research asked about promotional products' reach, what

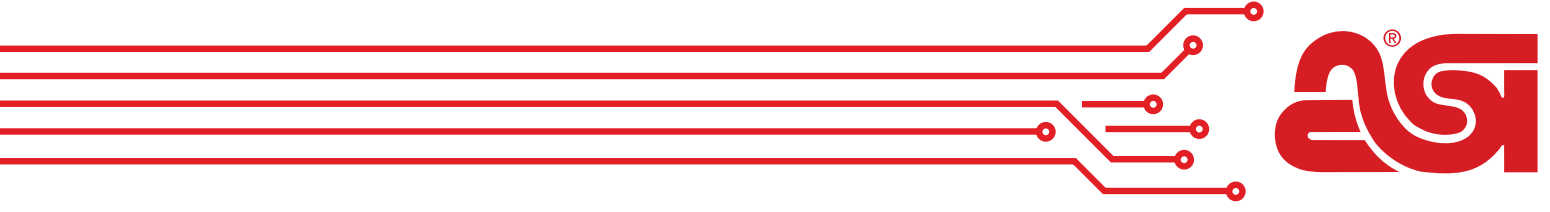
attributes most affect consumer perception of advertisers and how branded products influence buying decisions. The results demonstrate the power of promotional products among consumers on a global scale – in particular, how they serve as a more favorable form of advertising when it comes to both consumer advertising preferences and lower costs-per-impression.

ASI Research hopes our members will find the data and infographics presented here useful to more clearly demonstrate the value of promotional products as a part of overall branding and advertising strategies.



Countries Surveyed for 2026 Global Ad Impressions Study

- | | |
|----------------|----------------|
| United States | Hungary |
| Canada | Ireland |
| Mexico | Italy |
| Austria | Netherlands |
| Belgium | Norway |
| Croatia | Poland |
| Czech Republic | Portugal |
| Denmark | Romania |
| Finland | Spain |
| France | Sweden |
| Germany | Switzerland |
| Greece | United Kingdom |



International

Findings



95%

of consumers would have a **more favorable view** of an advertiser after receiving a **promotional item**



92%

of consumers would be **more likely to do business** with an advertiser after receiving a **promotional item**



90%

of consumers would have an even **more favorable view** of an advertiser specifically after receiving a **sustainable** promotional item



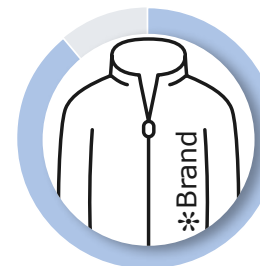
90%

of consumers would have an even **more favorable view** of an advertiser specifically after receiving a promotional item **manufactured in their country**



91%

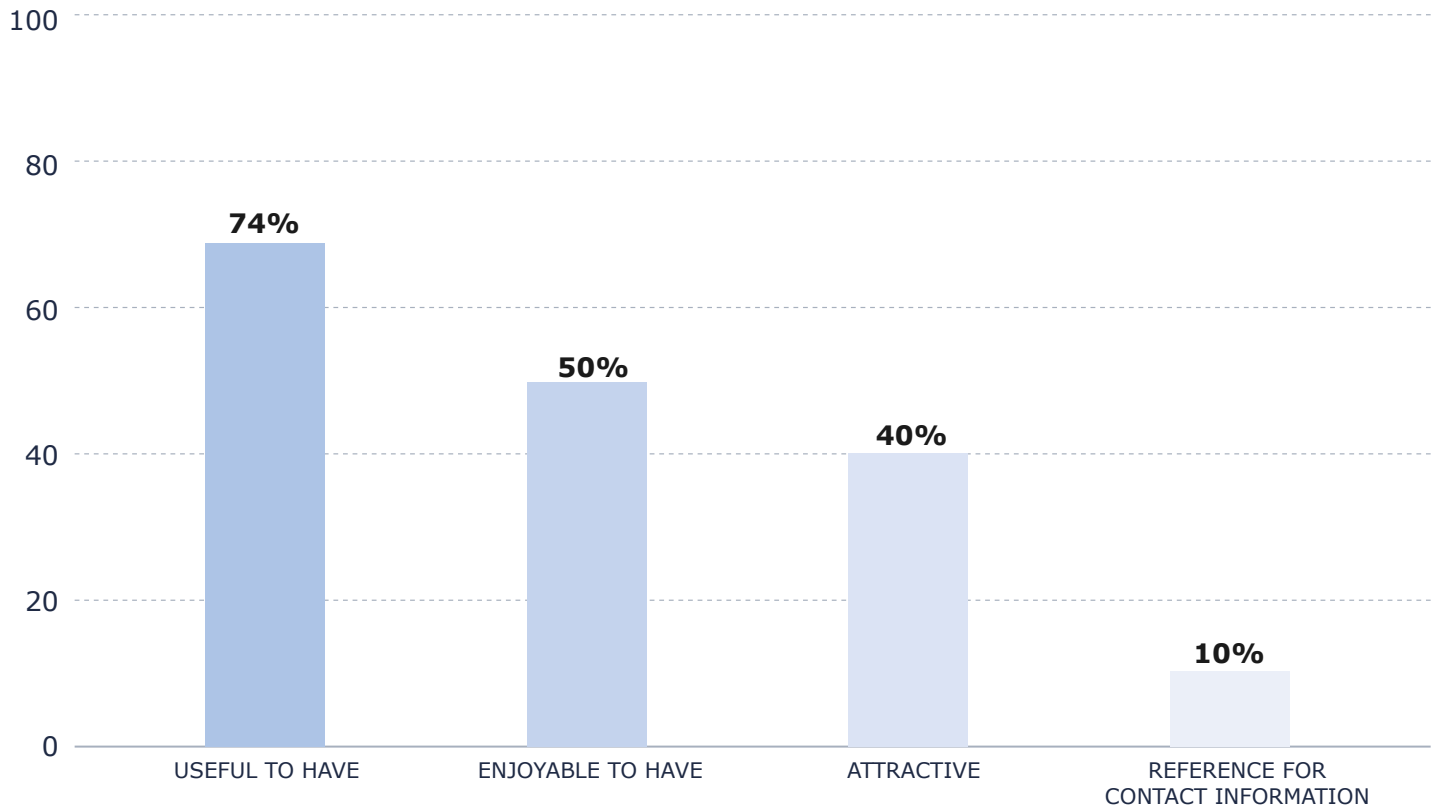
of consumers would have an even **more favorable view** of an advertiser specifically after receiving a **socially responsible** promotional item



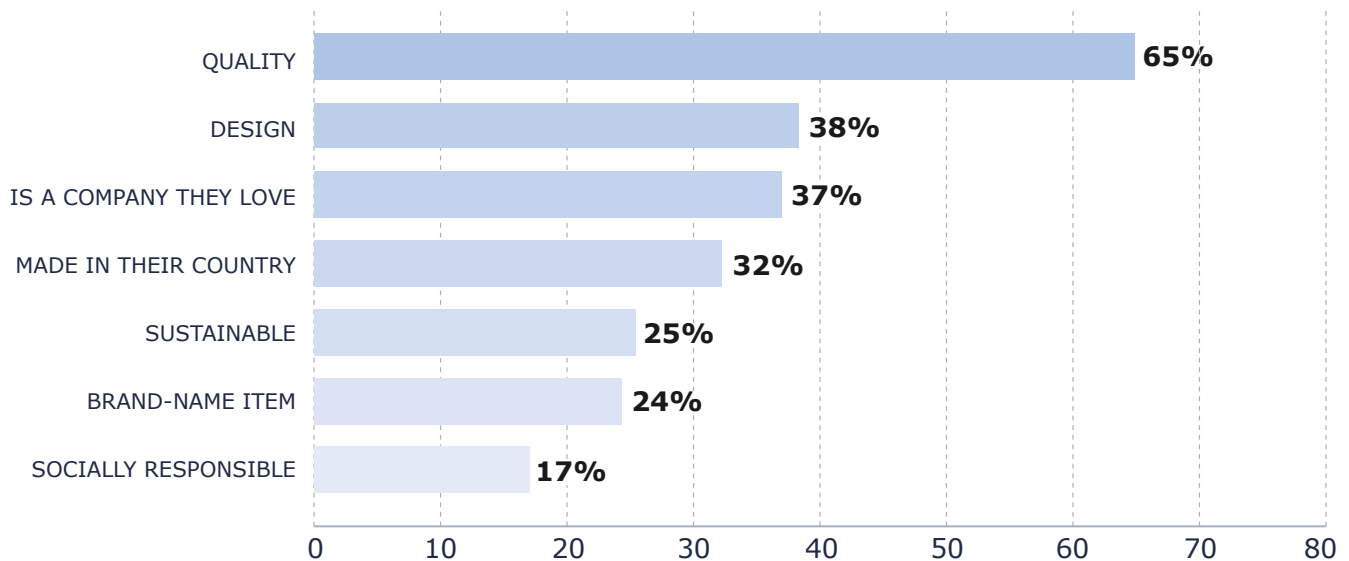
89%

of consumers would have an even **more favorable view** of an advertiser specifically after receiving a **personalized** promotional item

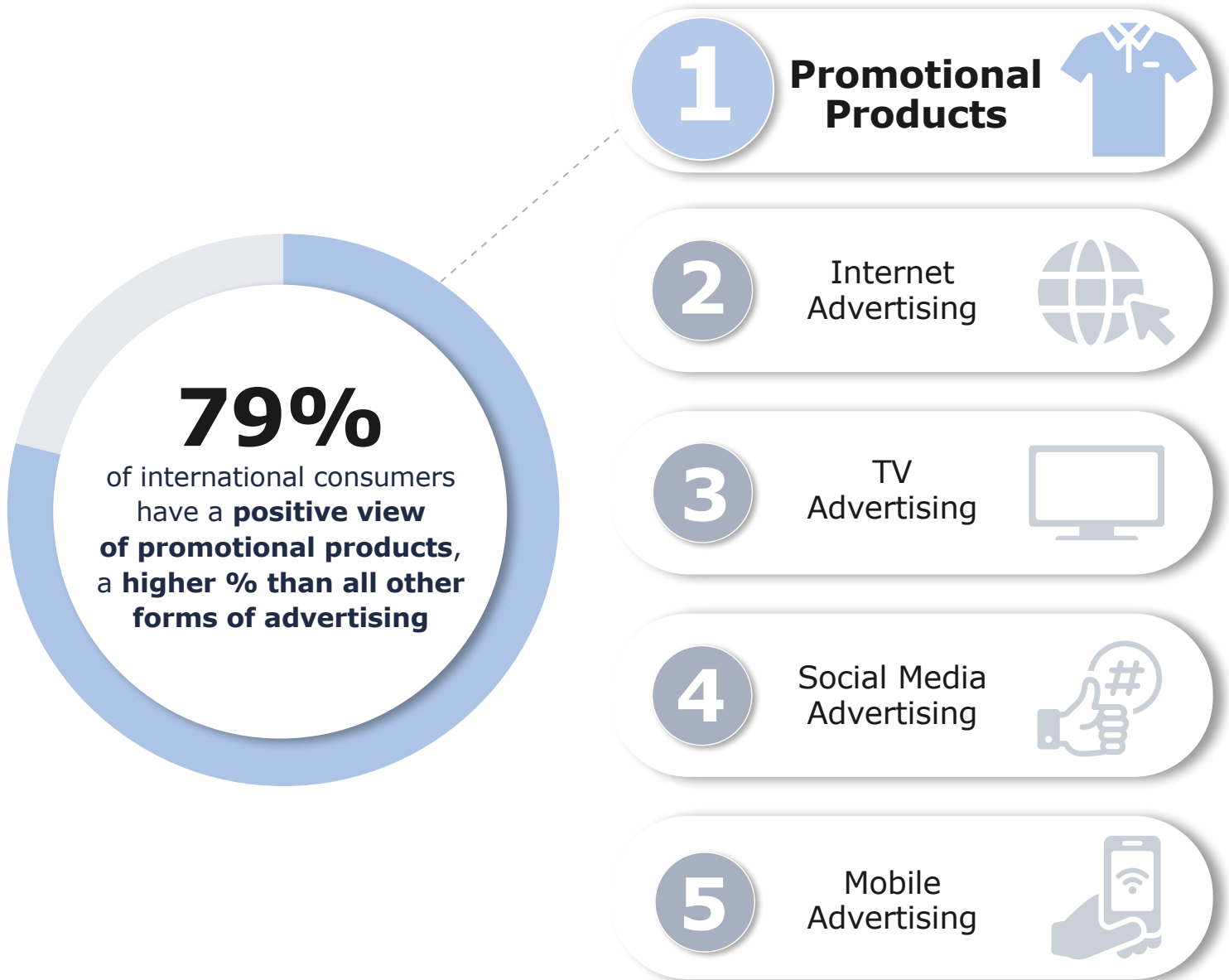
International consumers would keep promotional items because they are:



These factors would influence international consumers' willingness to purchase a promotional item:

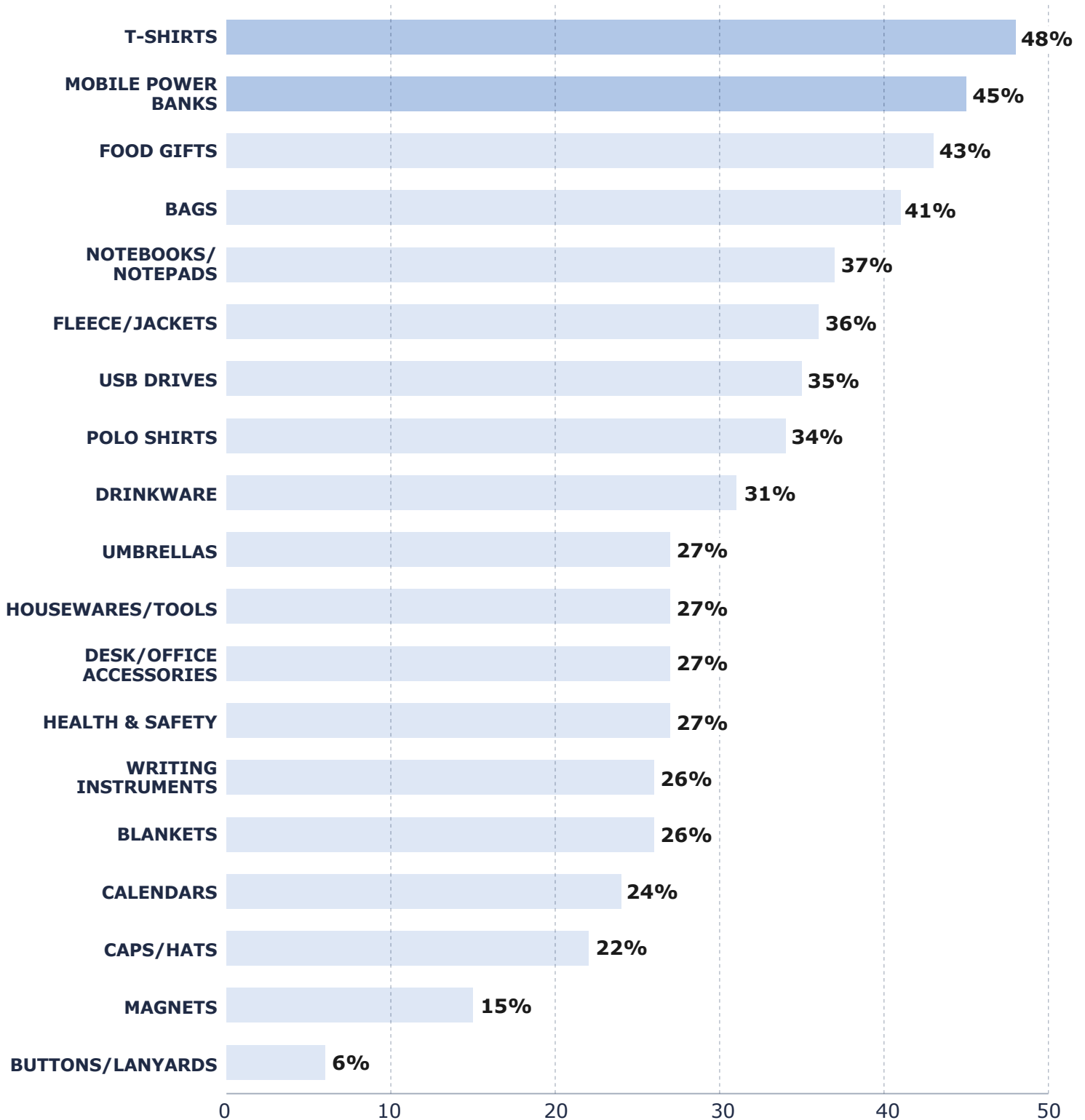


Across all advertising formats evaluated, promotional products received the most positive consumer ratings.



We asked: What promo products would you be most excited to receive?

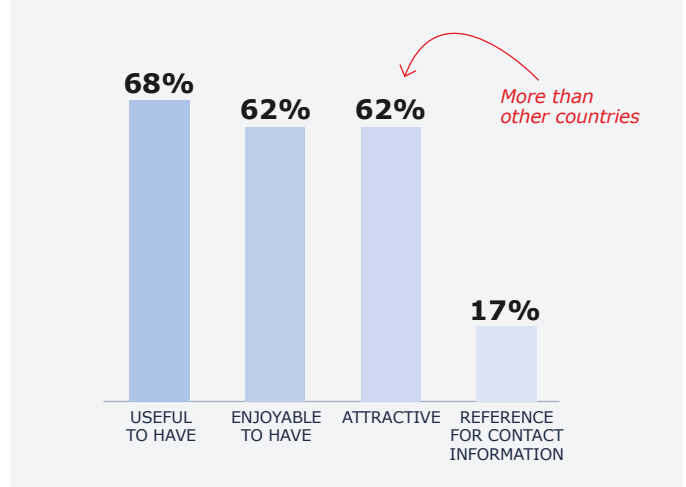
Survey respondents were able to select multiple promotional items in response to this question. Nearly 50% reported that they would be excited to receive T-shirts and mobile power banks.



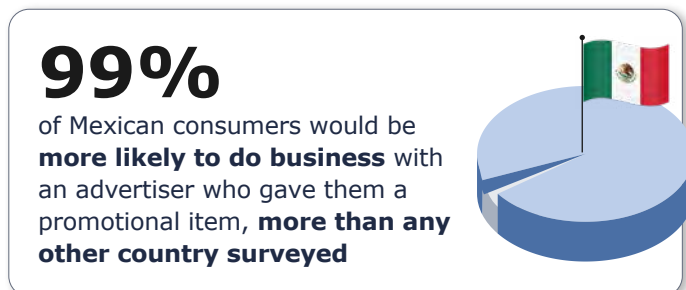
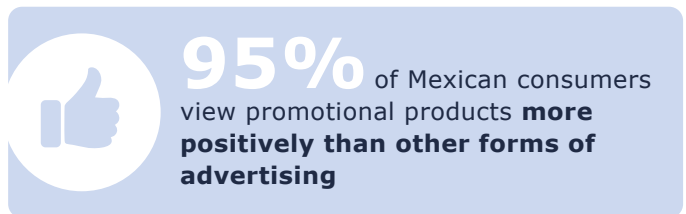
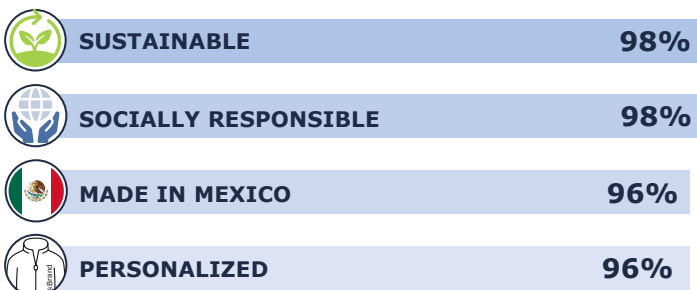
Top 5 products Mexican consumers would be excited to receive



If Mexican consumers received a promotional item, why would they keep it?



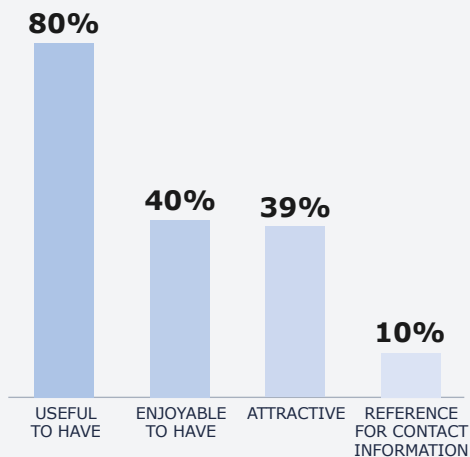
Percentage of consumers who view advertisers more favorably when promo is



Top 5 products Austrian consumers would be excited to receive



If Austrian consumers received a promotional item, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is



75% of Austrian consumers view promotional products **more positively than other forms of advertising**

90% of Austrian consumers would be **more likely to do business** with an advertiser who gave them a promotional item

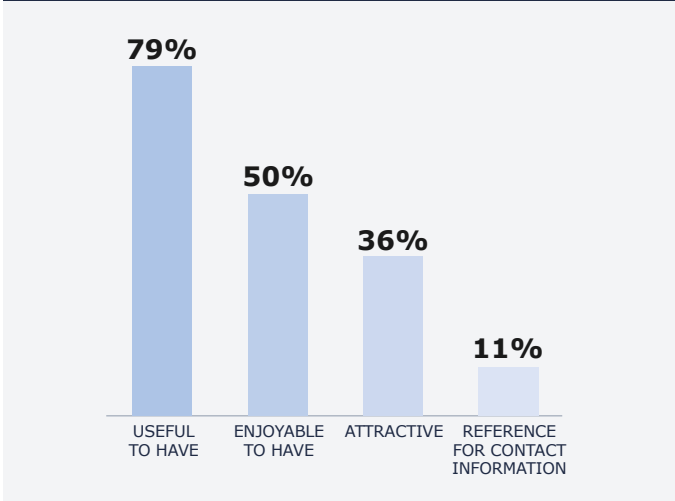
94% of Austrian consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

Top 5 products Belgian consumers would be excited to receive

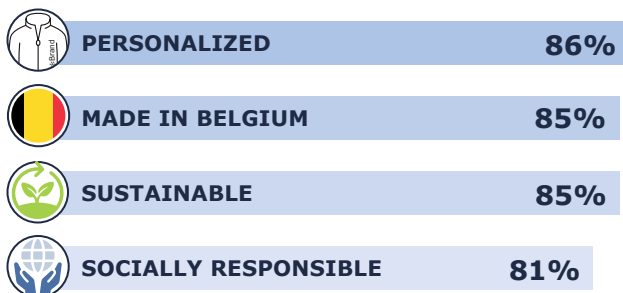


92%
of Belgian consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

If Belgian consumers received a promotional item, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is



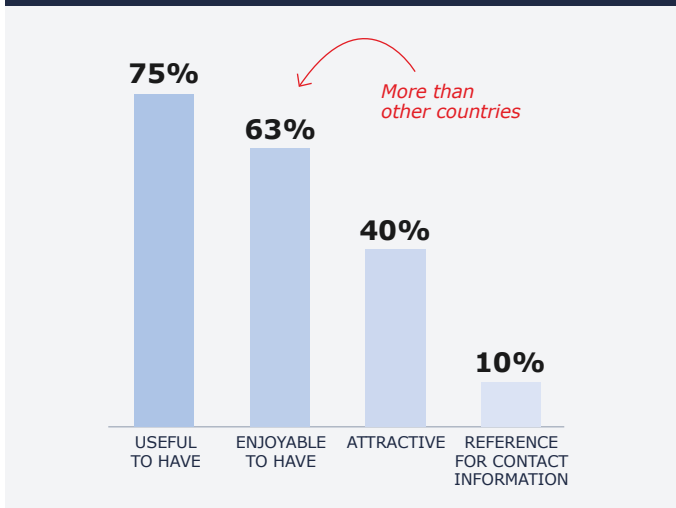
82% of Belgian consumers view promotional products **more positively than other forms of advertising**

91% of Belgian consumers would be **more likely to do business** with an advertiser who gave them a promotional item

Top 5 products Croatian consumers would be excited to receive




If Croatian consumers received a promotional item, why would they keep it?




Percentage of consumers who view advertisers more favorably when promo is

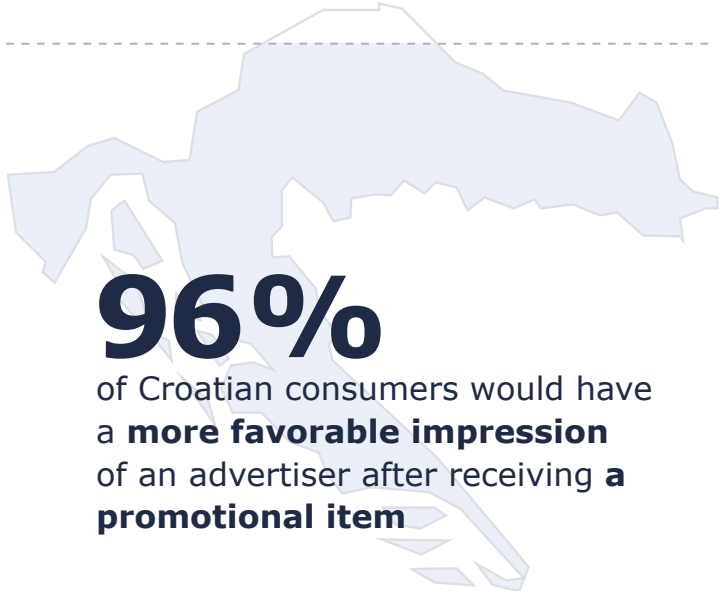


 **84%** of Croatian consumers view promotional products **more positively than other forms of advertising**

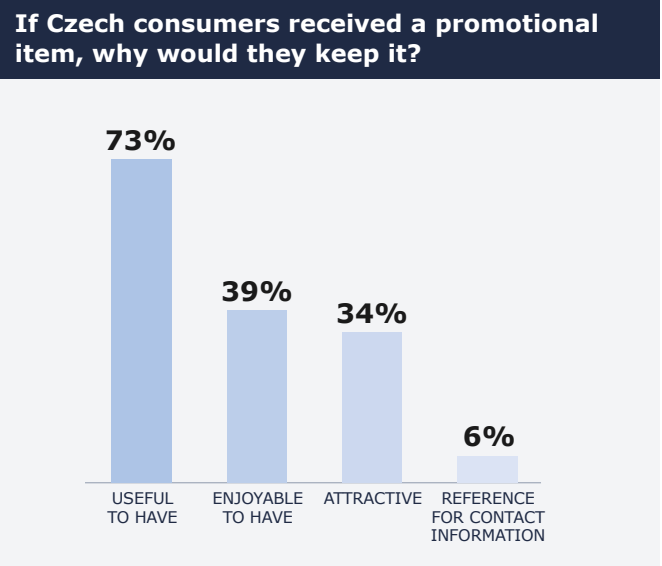
95% of Croatian consumers would be **more likely to do business** with an advertiser who gave them a promotional item



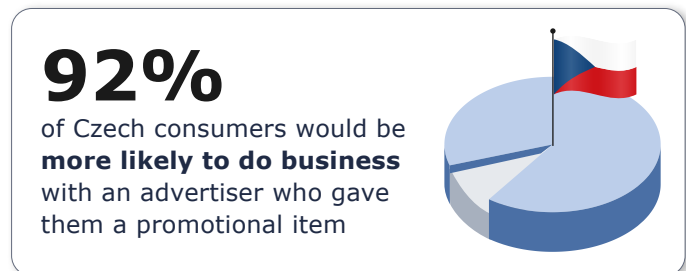
96% of Croatian consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**



Top 5 products Czech consumers would be excited to receive



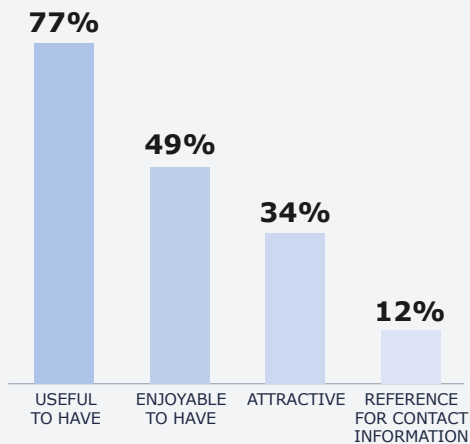
Percentage of consumers who view advertisers more favorably when promo is



Top 5 products Danish consumers would be excited to receive



If Danish consumers received a promotional item, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is

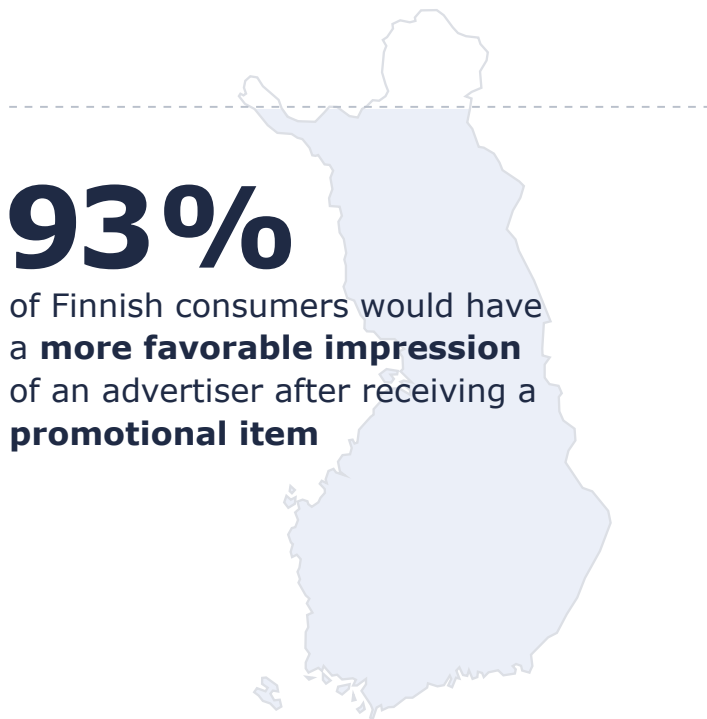


78% of Danish consumers view promotional products **more positively than other forms of advertising**

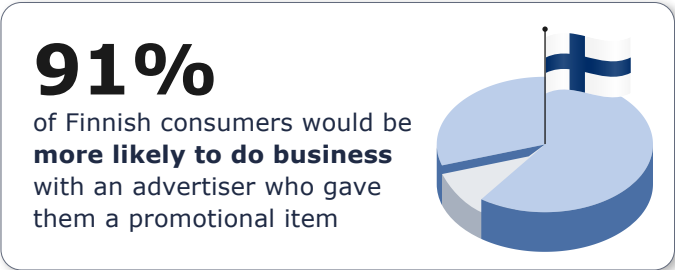
86% of Danish consumers would be **more likely to do business** with an advertiser who gave them a promotional item

92% of Danish consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

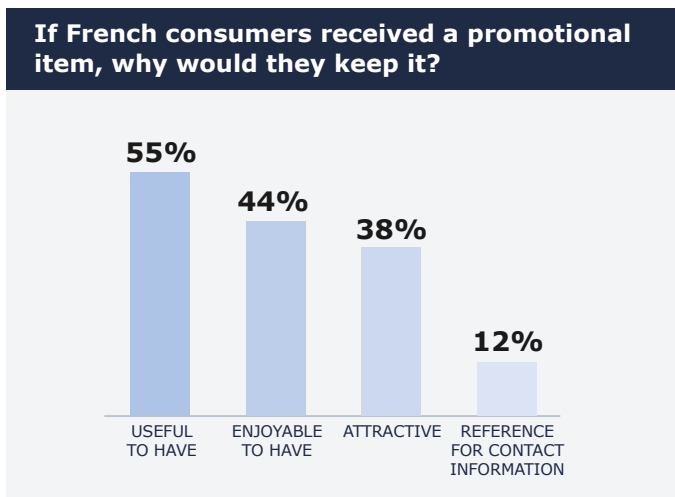
Top 5 products Finnish consumers would be excited to receive



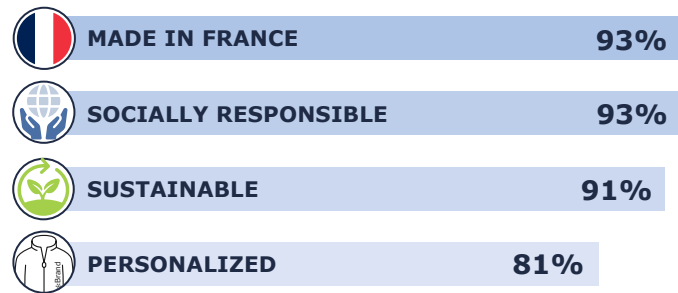
Percentage of consumers who view advertisers more favorably when promo is



Top 5 products French consumers would be excited to receive



Percentage of consumers who view advertisers more favorably when promo is

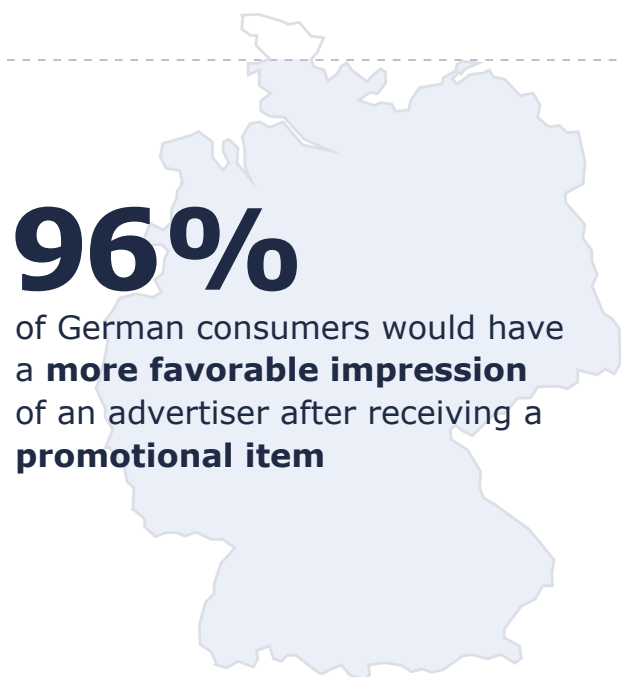


73% of French consumers view promotional products **more positively than other forms of advertising**

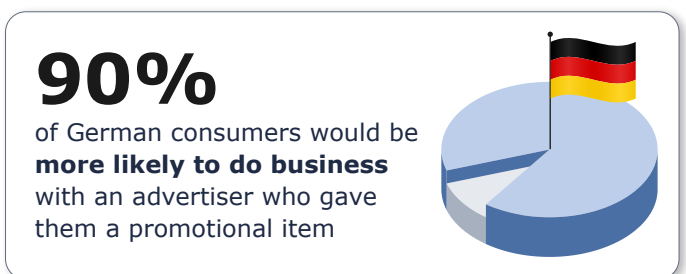
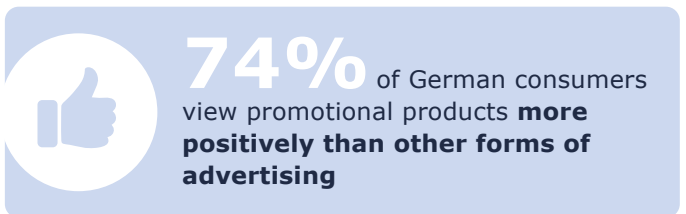
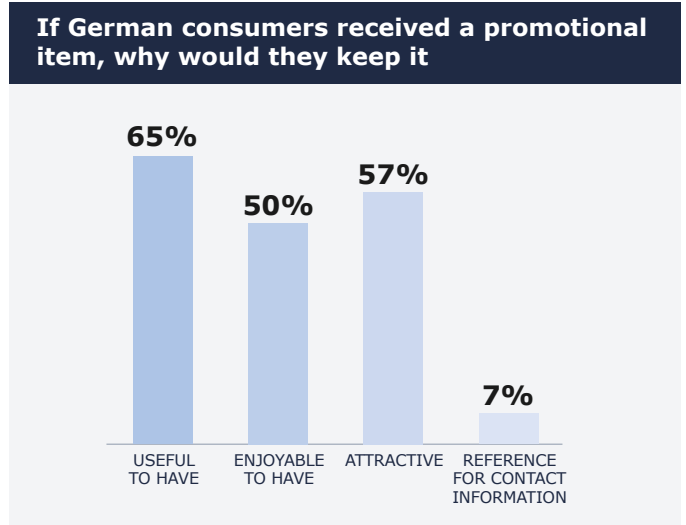
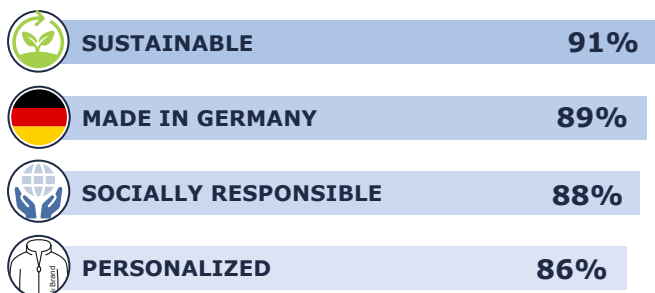
85% of French consumers would be **more likely to do business** with an advertiser who gave them a promotional item

93% of French consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

Top 5 products German consumers would be excited to receive



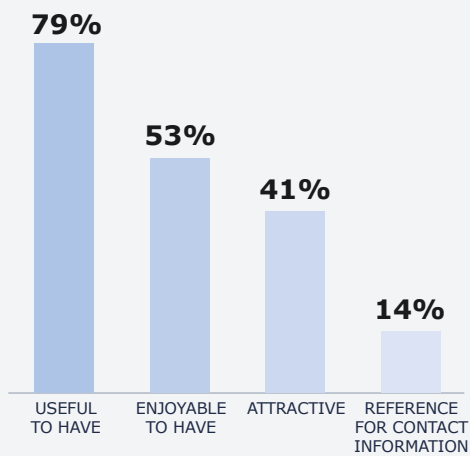
Percentage of consumers who view advertisers more favorably when promo is



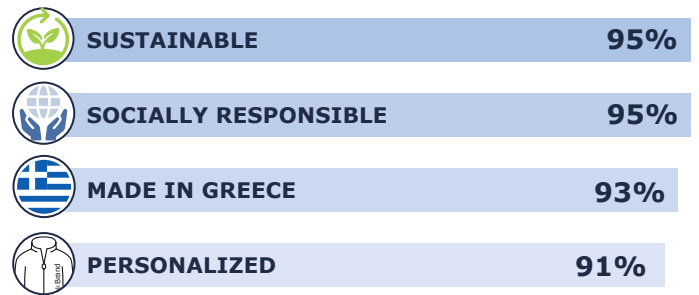
Top 5 products Greek consumers would be excited to receive



If Greek consumers received a promotional item, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is



88% of Greek consumers view promotional products **more positively than other forms of advertising**

96%

of Greek consumers would be **more likely to do business** with an advertiser who gave them a promotional item

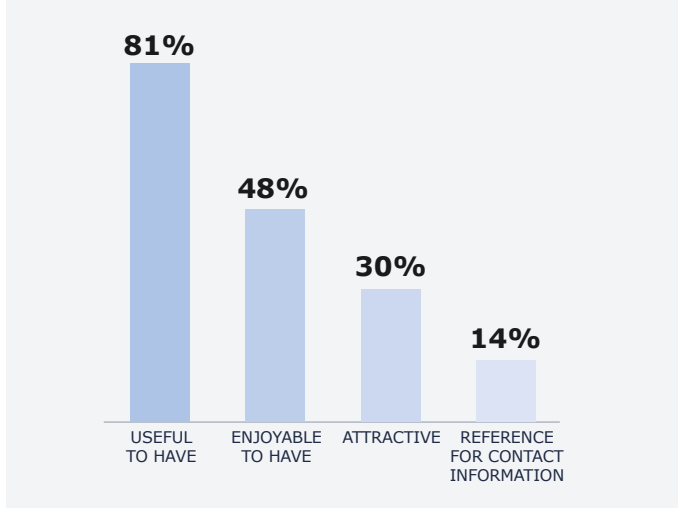


Top 5 products Hungarian consumers would be excited to receive



96%
of Hungarian consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**

If Hungarian consumers received a promotional item, why would they keep it?




83% of Hungarian consumers view promotional products **more positively** than other forms of advertising

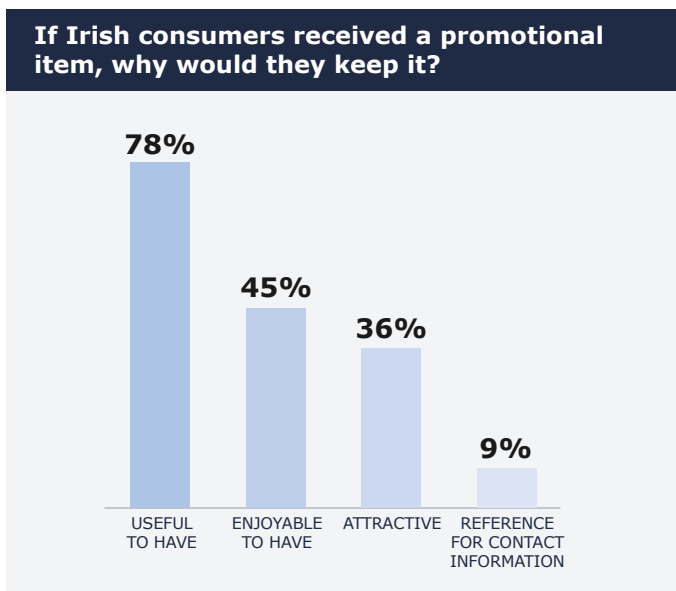
Percentage of consumers who view advertisers more favorably when promo is



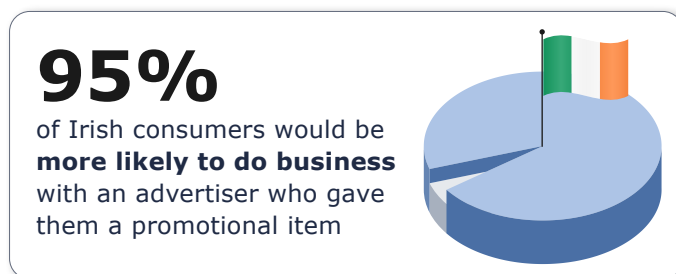
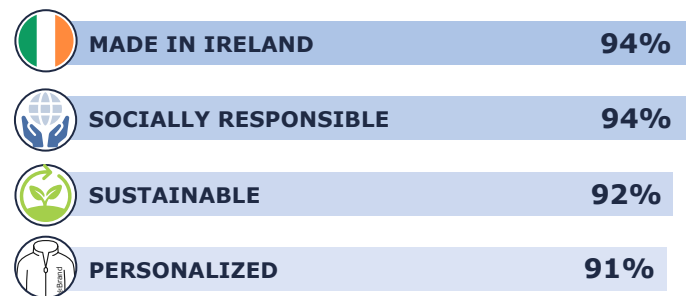
94% of Hungarian consumers would be **more likely to do business** with an advertiser who gave them a promotional item



Top 5 products Irish consumers would be excited to receive



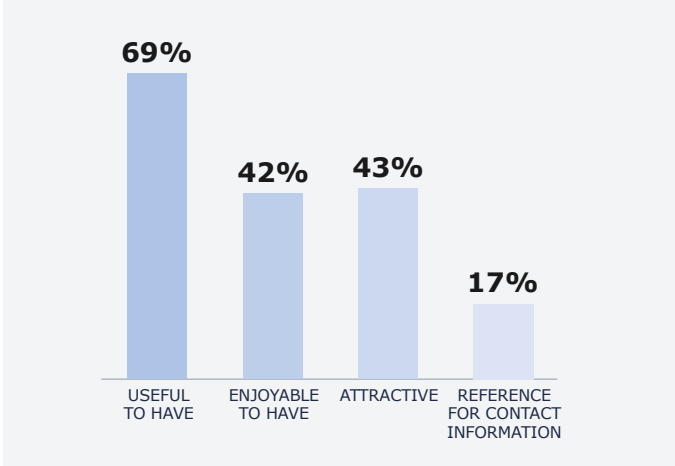
Percentage of consumers who view advertisers more favorably when promo is



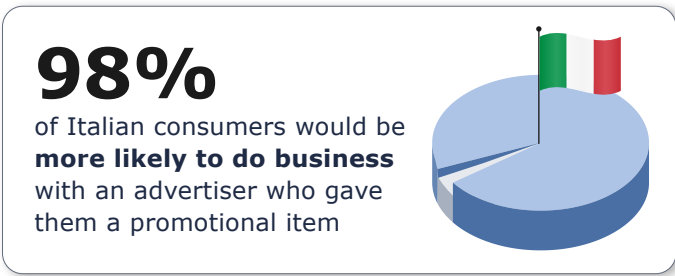
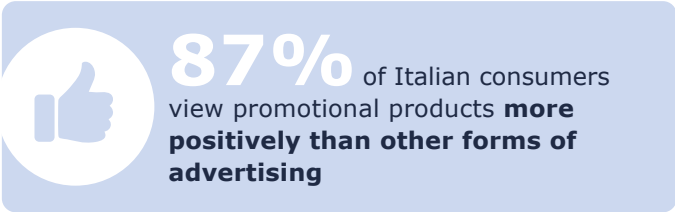
Top 5 products Italian consumers would be excited to receive



If Italian consumers received a promotional item, why would they keep it?



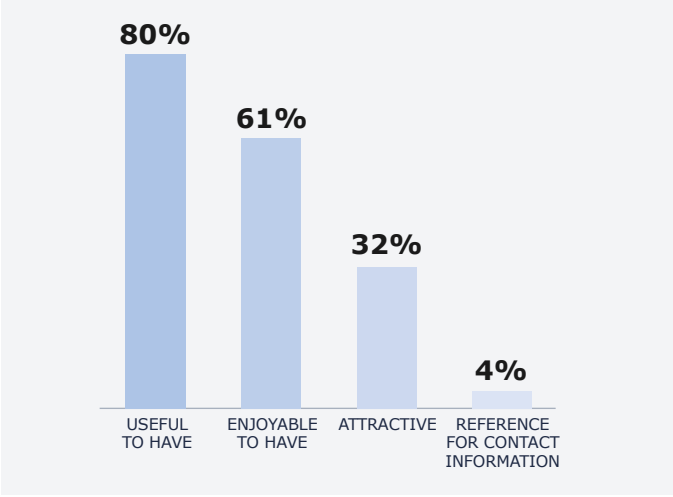
Percentage of consumers who view advertisers more favorably when promo is



Top 5 products Dutch consumers would be excited to receive



If Dutch consumers received a promotional item, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is



67% of Dutch consumers view promotional products **more positively than other forms of advertising**

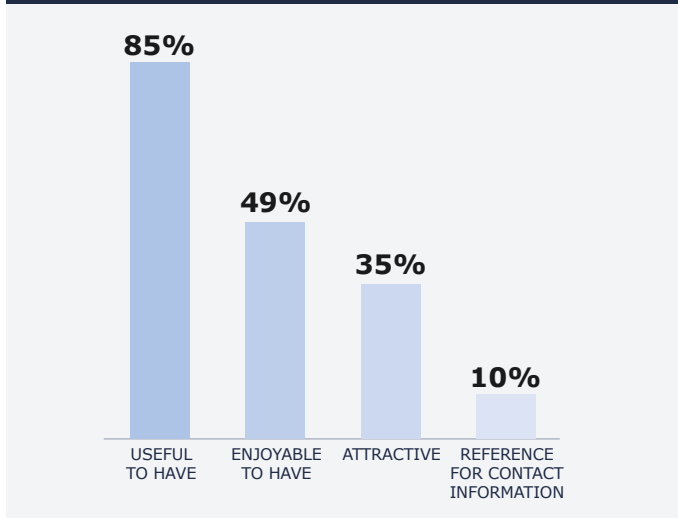
88% of Dutch consumers would be **more likely to do business** with an advertiser who gave them a promotional item

92% of Dutch consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

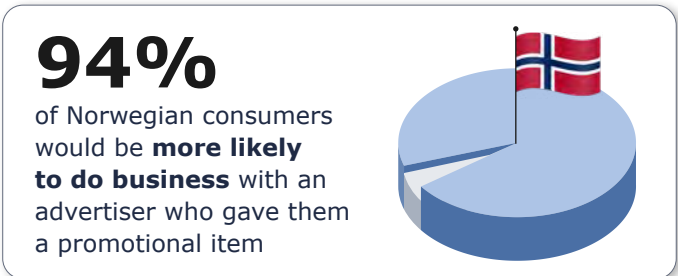
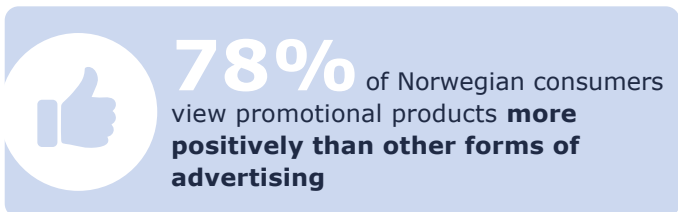
Top 5 products Norwegian consumers would be excited to receive



If Norwegian consumers received a promotional item, why would they keep it?



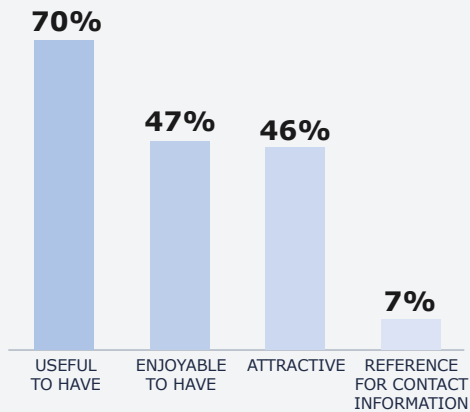
Percentage of consumers who view advertisers more favorably when promo is



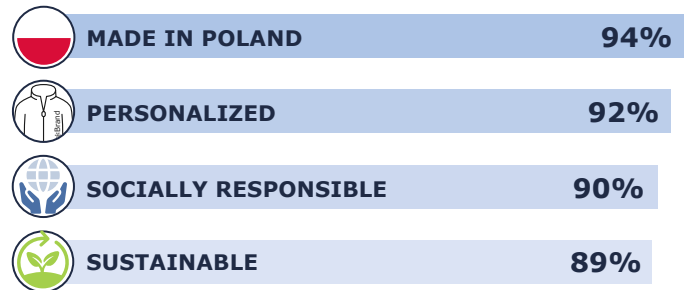
Top 5 products Polish consumers would be excited to receive




If Polish consumers received a promotional item, why would they keep it?

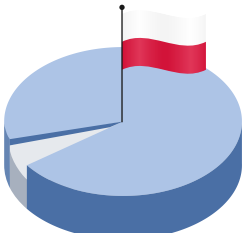


Percentage of consumers who view advertisers more favorably when promo is



 **86%** of Polish consumers view promotional products **more positively than other forms of advertising**

93% of Polish consumers would be **more likely to do business** with an advertiser who gave them a promotional item



96% of Polish consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**



Top 5 products Portuguese consumers would be excited to receive



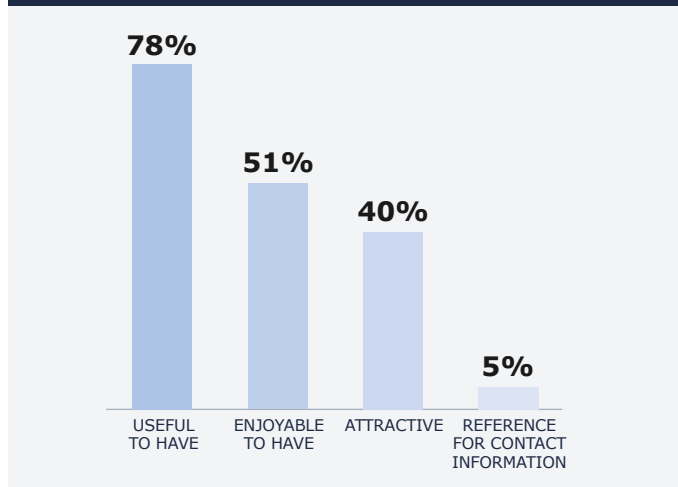
97%
of Portuguese consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**

more than other countries

Percentage of consumers who view advertisers more favorably when promo is



If Portuguese consumers received a promotional item, why would they keep it?



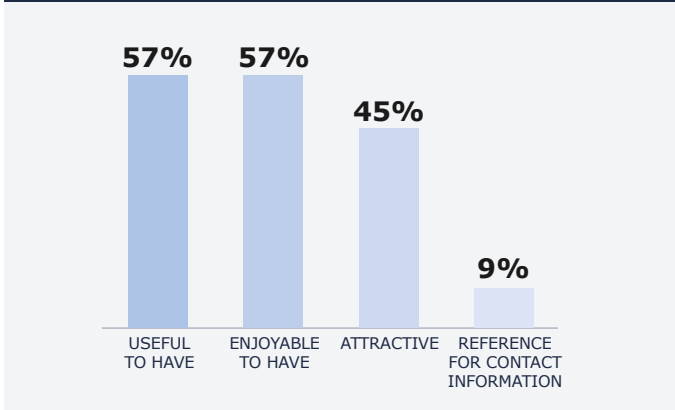
93% of Portuguese consumers view promotional products **more positively than other forms of advertising**

92% of Portuguese consumers would be **more likely to do business** with an advertiser who gave them a promotional item

Top 5 products Romanian consumers would be excited to receive



If Romanian consumers received a promotional item, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is



84% of Romanian consumers view promotional products **more positively** than other forms of advertising

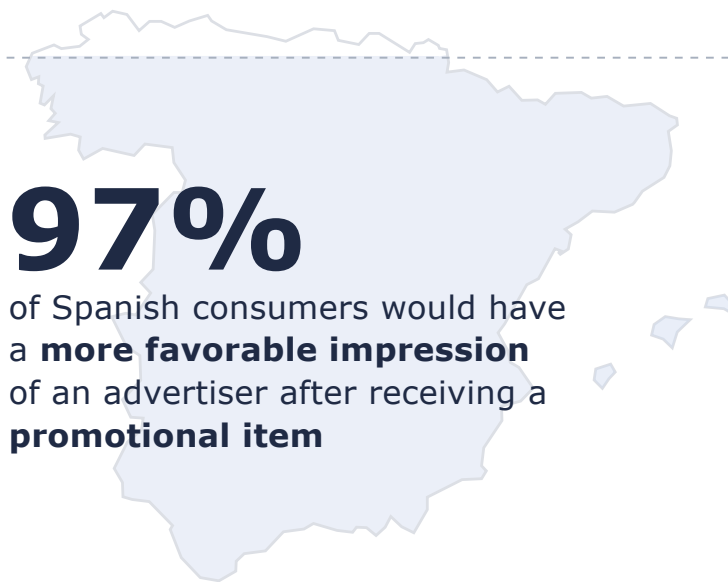
96% of Romanian consumers would be **more likely to do business** with an advertiser who gave them a promotional item

98% of Romanian consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

Top 5 products Spanish consumers would be excited to receive

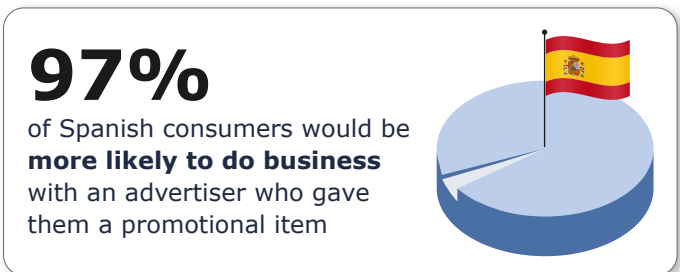
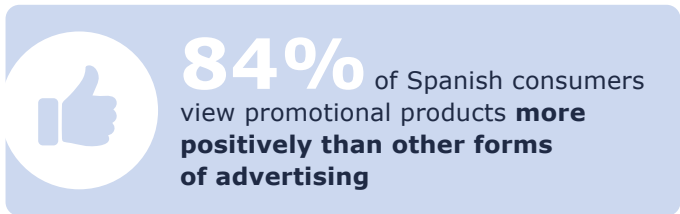
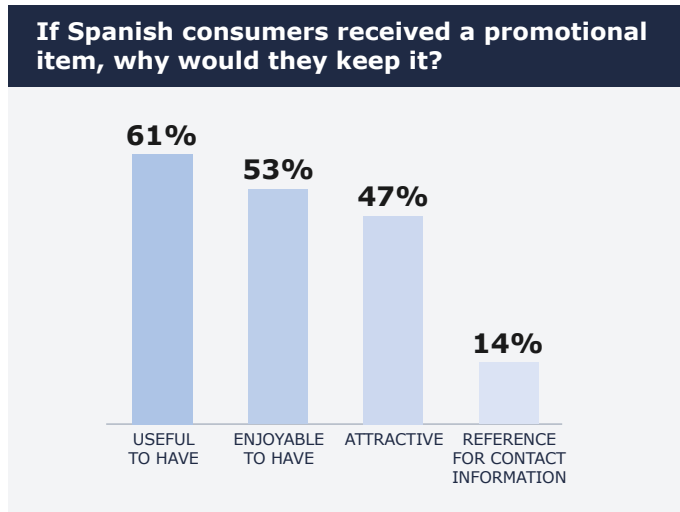


Only country with **Calendars** in the top 5



97%

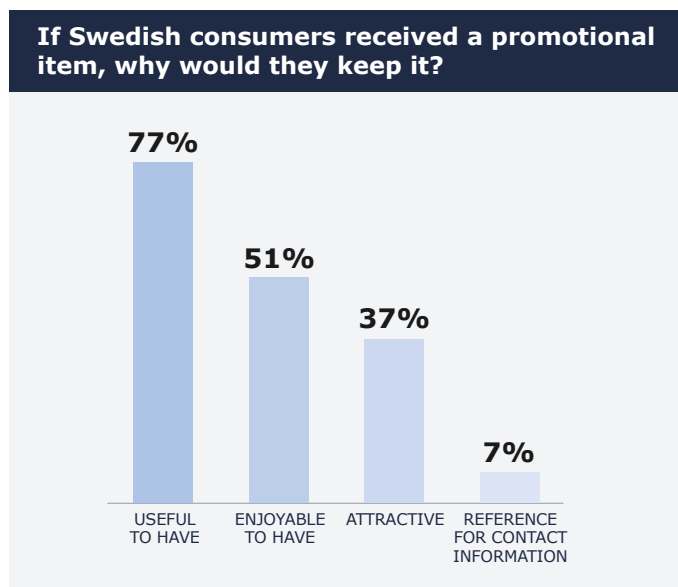
of Spanish consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**



Percentage of consumers who view advertisers more favorably when promo is



Top 5 products Swedish consumers would be excited to receive



Percentage of consumers who view advertisers more favorably when promo is



84% of Swedish consumers view promotional products **more positively than other forms of advertising**

88% of Swedish consumers would be **more likely to do business** with an advertiser who gave them a promotional item

95% of Swedish consumers would have a **more favorable impression** of an advertiser after receiving a promotional item

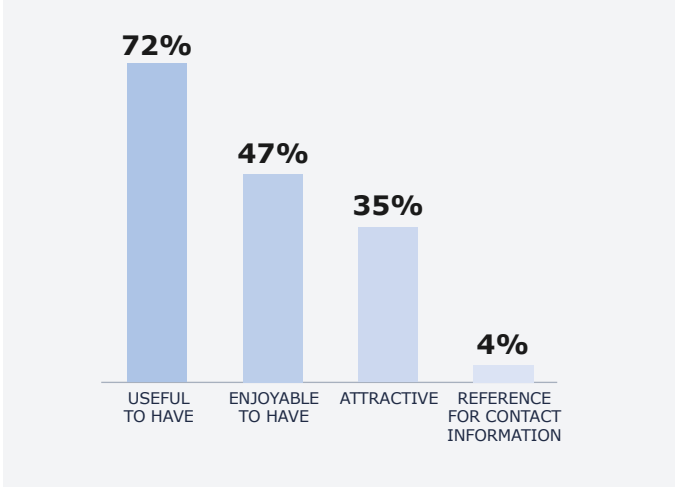
Top 5 products Swiss consumers would be excited to receive

Only country with **Umbrellas** in the top 5



91% of Swiss consumers would have a **more favorable impression** of an advertiser after receiving a **promotional item**

If Swiss consumers received a promotional item, why would they keep it?



72% of Swiss consumers view promotional products **more positively than other forms of advertising**

88% of Swiss consumers would be **more likely to do business** with an advertiser who gave them a promotional item

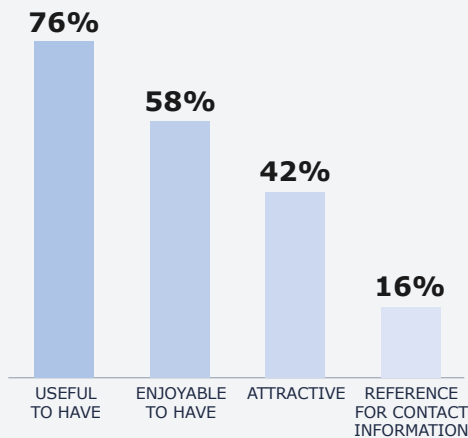
Percentage of consumers who view advertisers more favorably when promo is



Top 5 products consumers in the U.K. would be excited to receive



If consumers in the U.K. received a promotional item, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is



78% of consumers in the U.K. view promotional products **more positively than other forms of advertising**

93% of consumers in the U.K. would be **more likely to do business** with an advertiser who gave them a promotional item

97% of consumers in the U.K. would have a **more favorable impression** of an advertiser after receiving a **promotional item**