

# ***State of the Industry Sales Report: Use Counselor's Exclusive Research to Build Your Market Share***

**Christopher Ruvo, Digital News Director, Editor**

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& Corporate Marketing**



**Editor's Picks:**  
Sophisticated Business & Executive Bags



**How Casual Style Became The Foundation Of Fashion**



**What's Behind All The M&A In Promo?**  
Acquisitions have come at a fast pace in 2022 and early 2023. What's driving the deals, and will...

**2023 Supplier Outlook: What Distributors Can Expect**  
Suppliers report encouraging improvements in a number of areas, though issues such as COVID-drive...

**Private Equity Firm ACP Sells IPROMOTEu To Another Private Equity Firm**  
Champlain Capital has acquired the Top 40 distributorship Capital Partners (ACP), Powe...

**4 Major Sustainability Trends For 2023**

HOW TOP SUPPLIERS SOLVE ORDER ISSUES P.27 / AMP UP YOUR CLIENT RETENTION P.31 / LUCRATIVE OVERSEAS MARKETS P.47

# COUNSELOR

THE VOICE OF THE INDUSTRY SUMMER 2022 ASICENTRAL.COM

**INTERNATIONAL PERSON of the YEAR**

**LYNKA'S JOHN LYNCH AND HIS CRUSADE TO HELP UKRAINE**

**2022 STATE OF THE INDUSTRY**  
RISING OPTIMISM, REAL CHALLENGES

**DATA:** INTEL ON HOT PRODUCTS, MARKETS & TRENDS

**RANKINGS:** THE TOP 40 DISTRIBUTORS AND SUPPLIERS

**AWARDS:** S&S ACTIVEWEAR'S HIDDEN POWER PLAYER

## RESEARCH STUDY

value and effectiveness of promotional products to consumers

(buyer-friendly, downloadable charts) at [asicentral.com/study](https://www.asicentral.com/study).

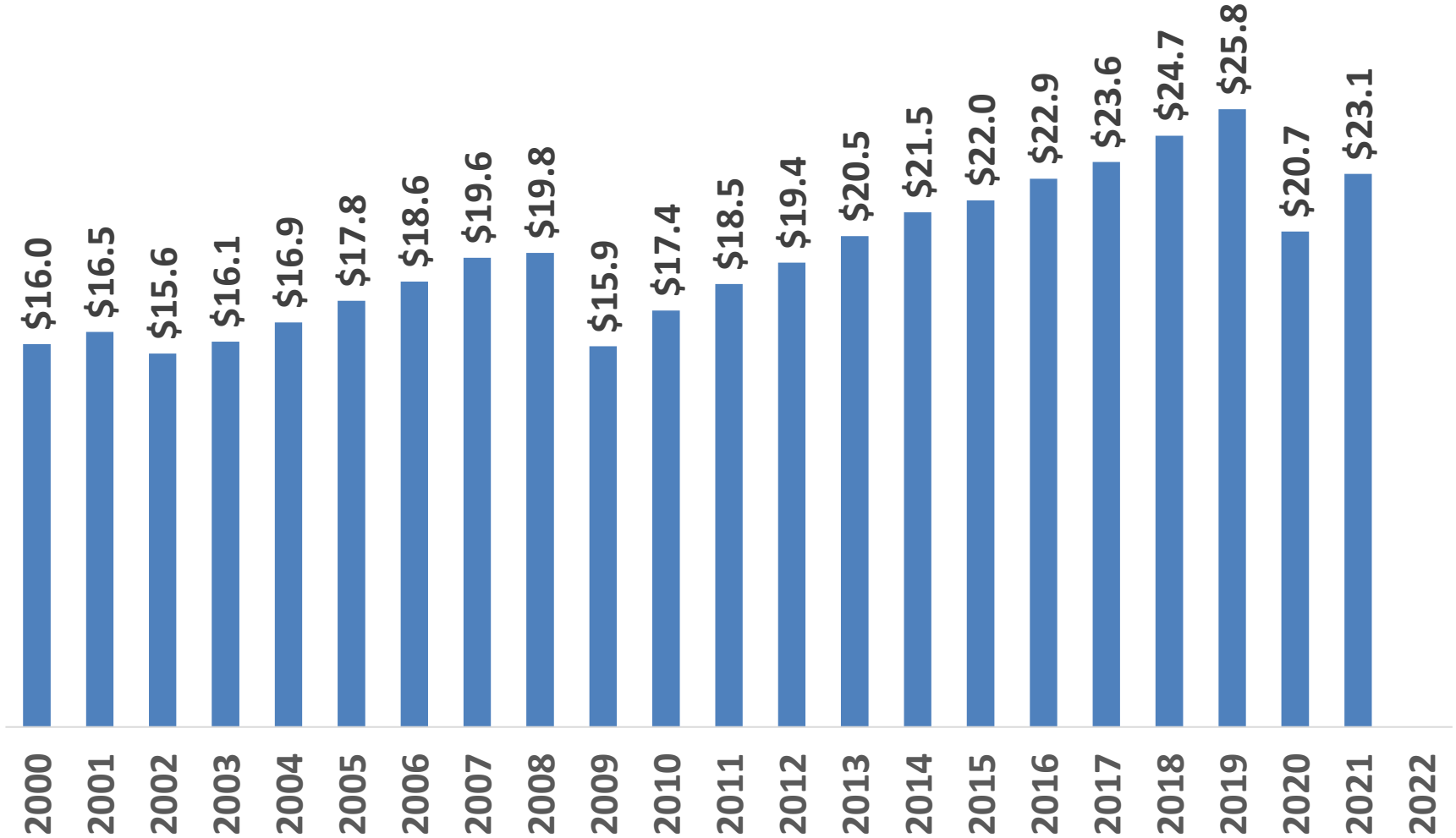


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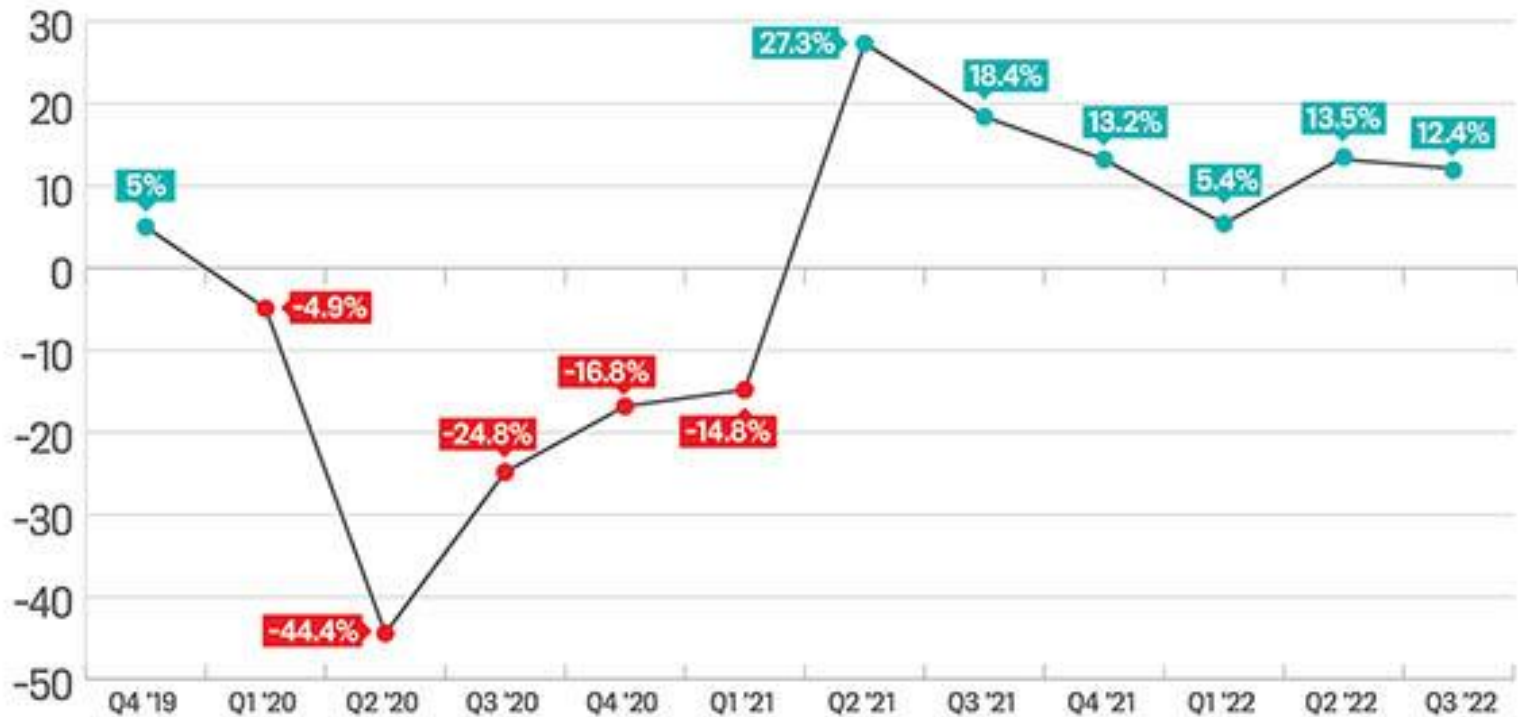
# Industry Sales – In \$Billions



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# Promo Industry Sales Revenue by Quarter (Year Over Year)



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# Top 40 Suppliers

	COMPANY	2021 SALES (MILLIONS)	2020 SALES (MILLIONS)	DIFFERENCE	RANKING CHANGE	2019 SALES (MILLIONS)
1	<b>SanMar (EG)</b>	\$2,880.0	\$2,300.0	25.2%	same	\$2,400.0
2	<b>alphabroder</b>	\$1,700.0	\$1,530.0	11.1%	same	\$1,700.0
3	<b>S&amp;S Activewear (E)</b>	\$1,510.0	\$1,400.0	7.9%	same	\$1,300.0
4	<b>Polyconcept North America</b>	\$696.4	\$512.3	35.9%	same	\$818.2
5	<b>Hit Promotional Products</b>	\$433.8	\$442.6	-2.0%	same	\$495.7
6	<b>Koozie Group</b>	\$300.0	\$255.0	17.6%	▲ 1	\$310.0
7	<b>Next Level Apparel (EG)</b>	\$275.0	\$199.8	37.6%	▲ 1	\$228.3
8	<b>HPG</b>	\$172.7	\$169.8	1.7%	▲ 2	\$205.7
9	<b>Staton Corporate &amp; Casual</b>	\$136.6	\$123.7	10.4%	▲ 2	\$170.4
10	<b>Gemline</b>	\$127.5	\$115.5	10.4%	▲ 2	\$105.0

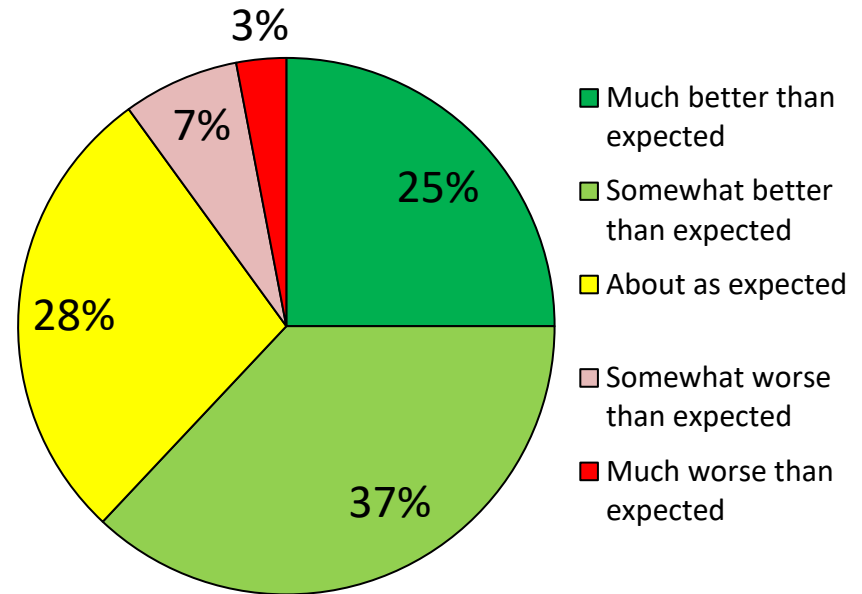


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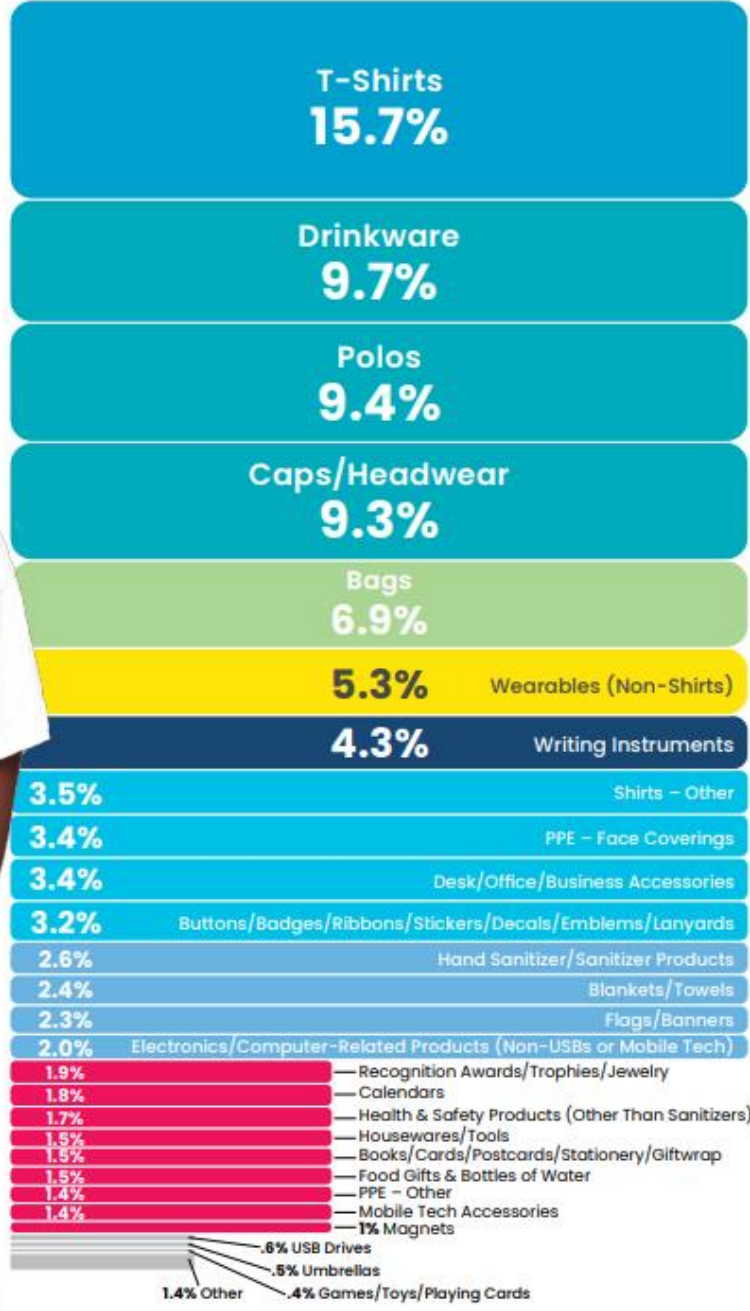
# Q3 2022 sales vs. expectations at start quarter

- Nearly 2/3<sup>rds</sup> of distributors reported that their Q3 sales exceeded their expectations at the beginning of the quarter while fewer one-in-ten reported they were worse than expected.



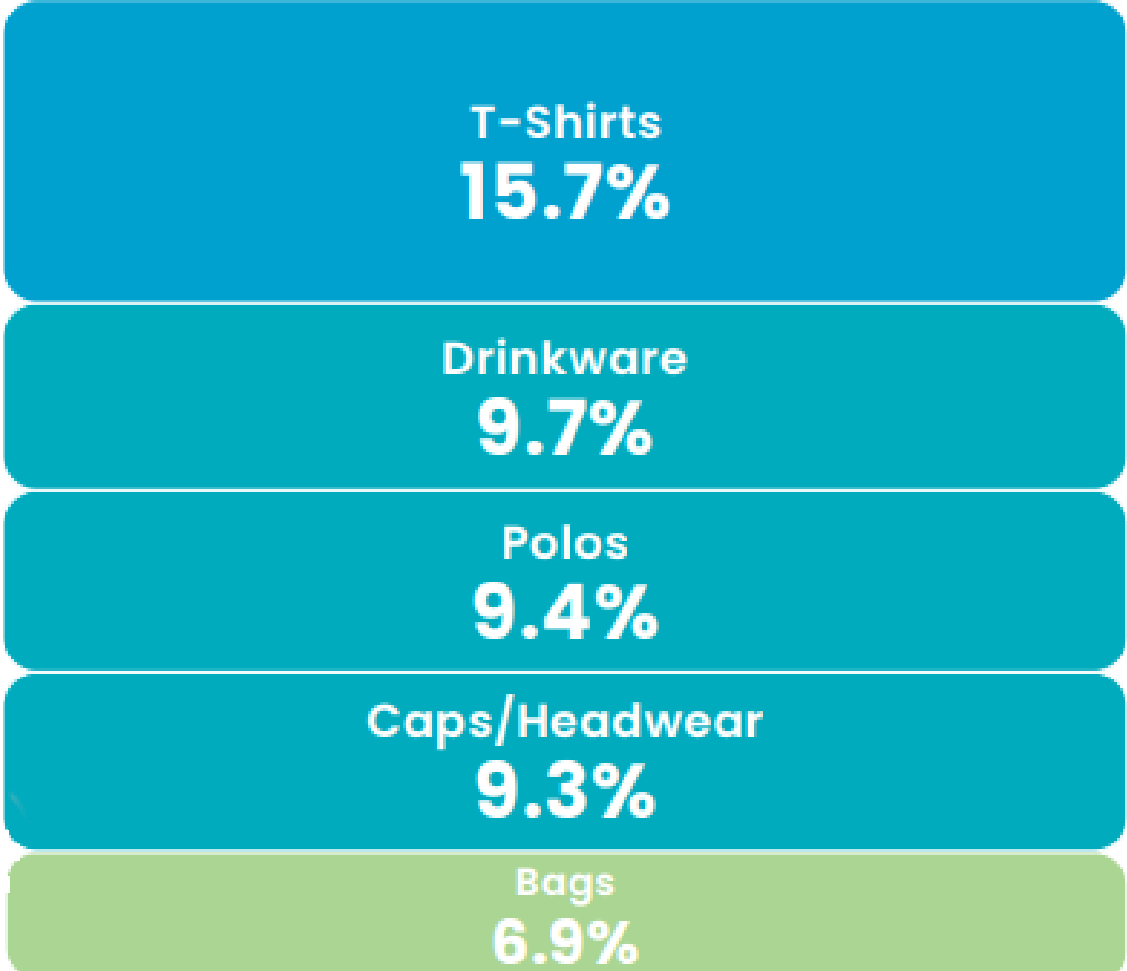
# Top Product Categories by Percentage of Company Sales

*T-shirts have been the top promo product category sold for eight years in a row.*



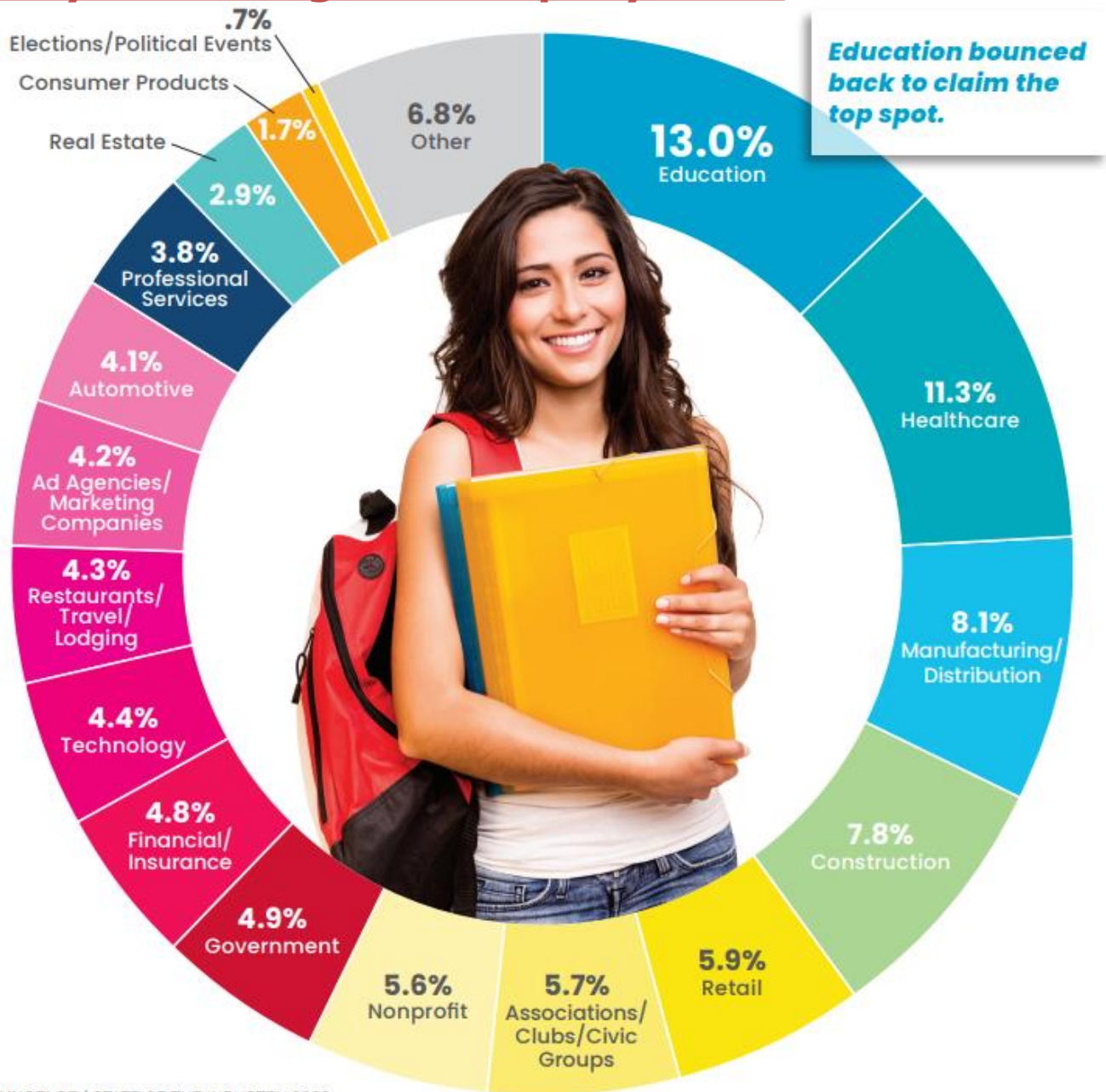
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# Top 5 Product Categories by Percentage of Company Sales

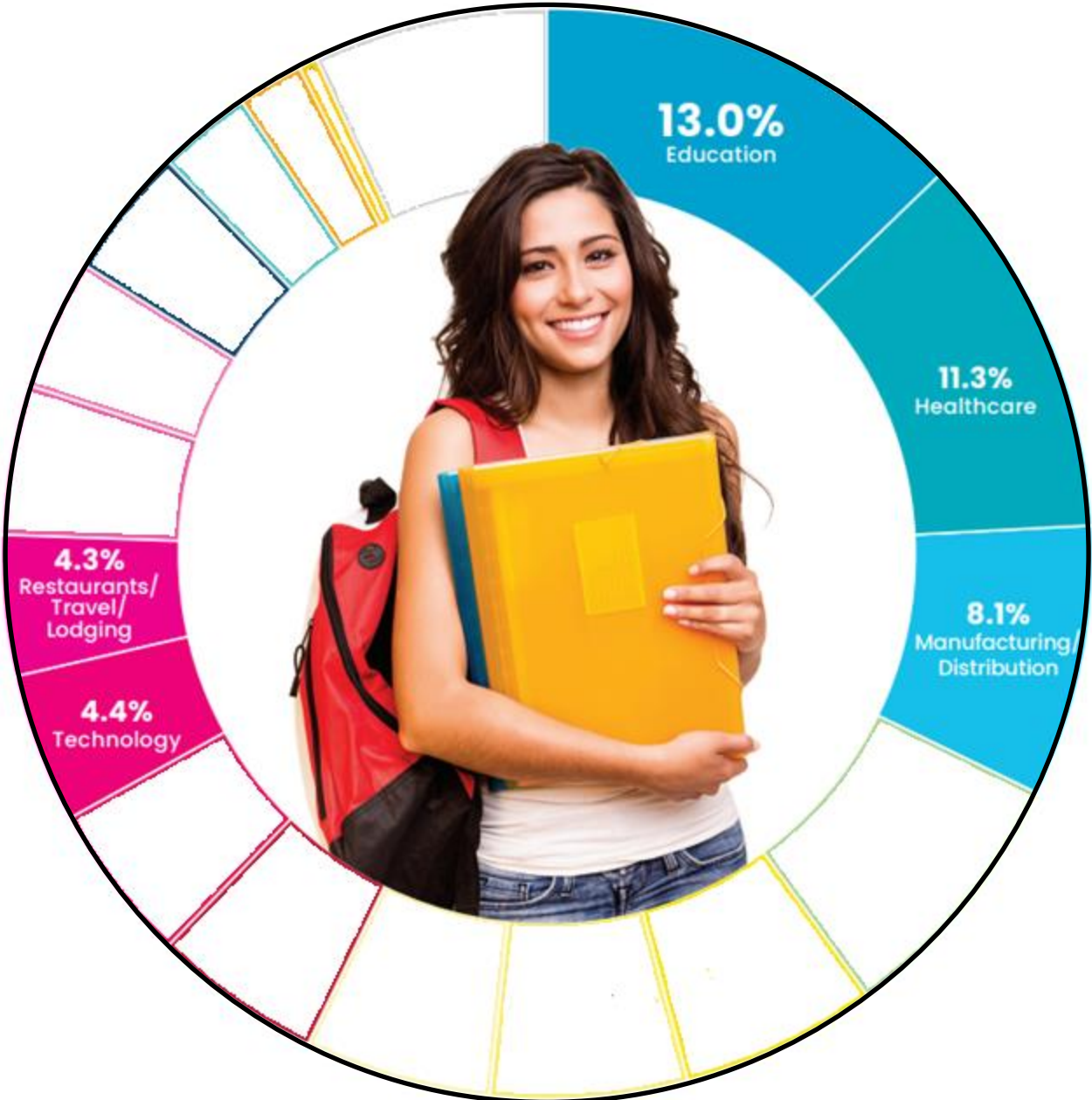




# Top Markets by Percentage of Company Sales



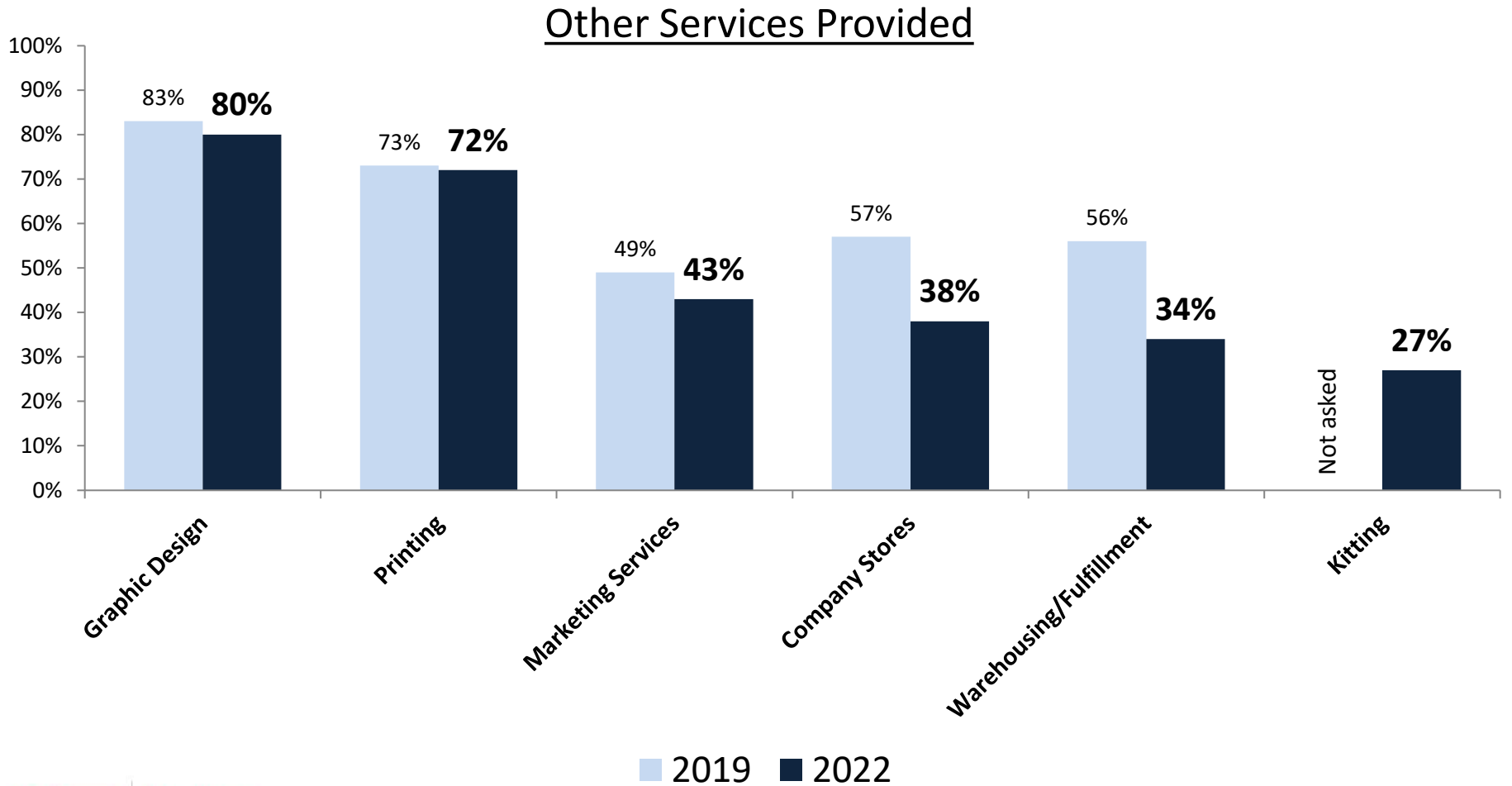
# Top Markets by Percentage of Company Sales



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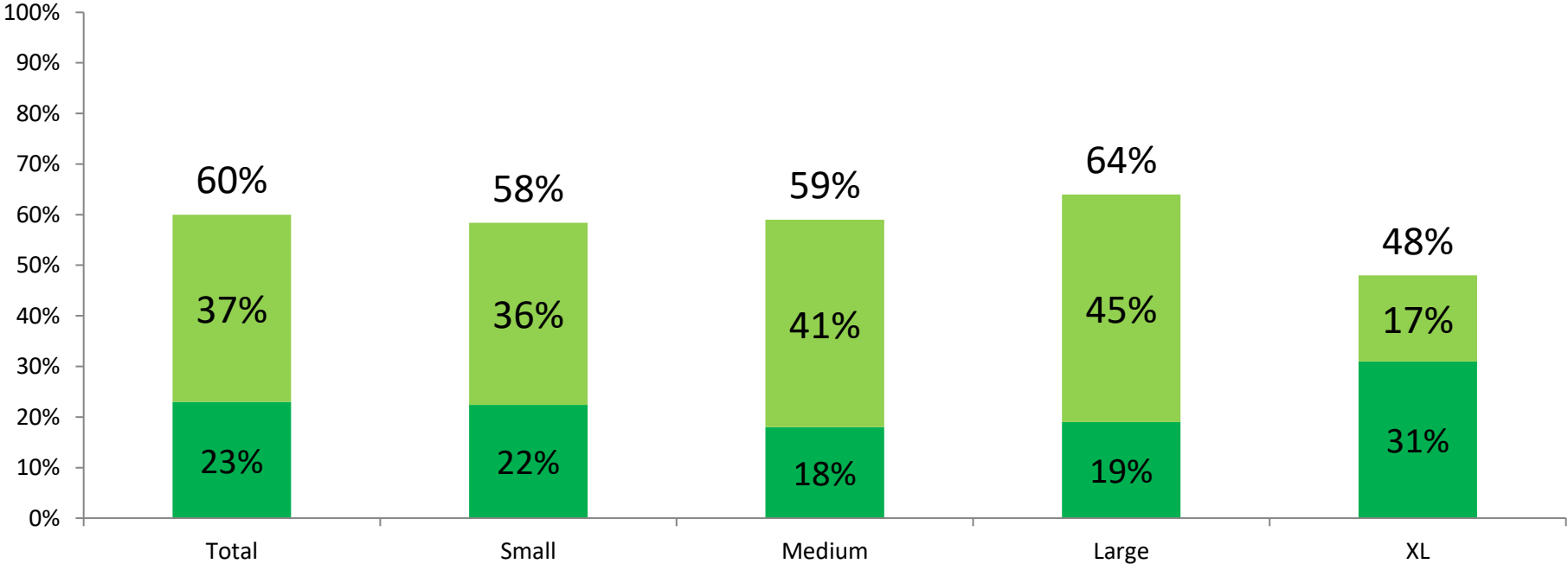
# Other Services Provided – By Year



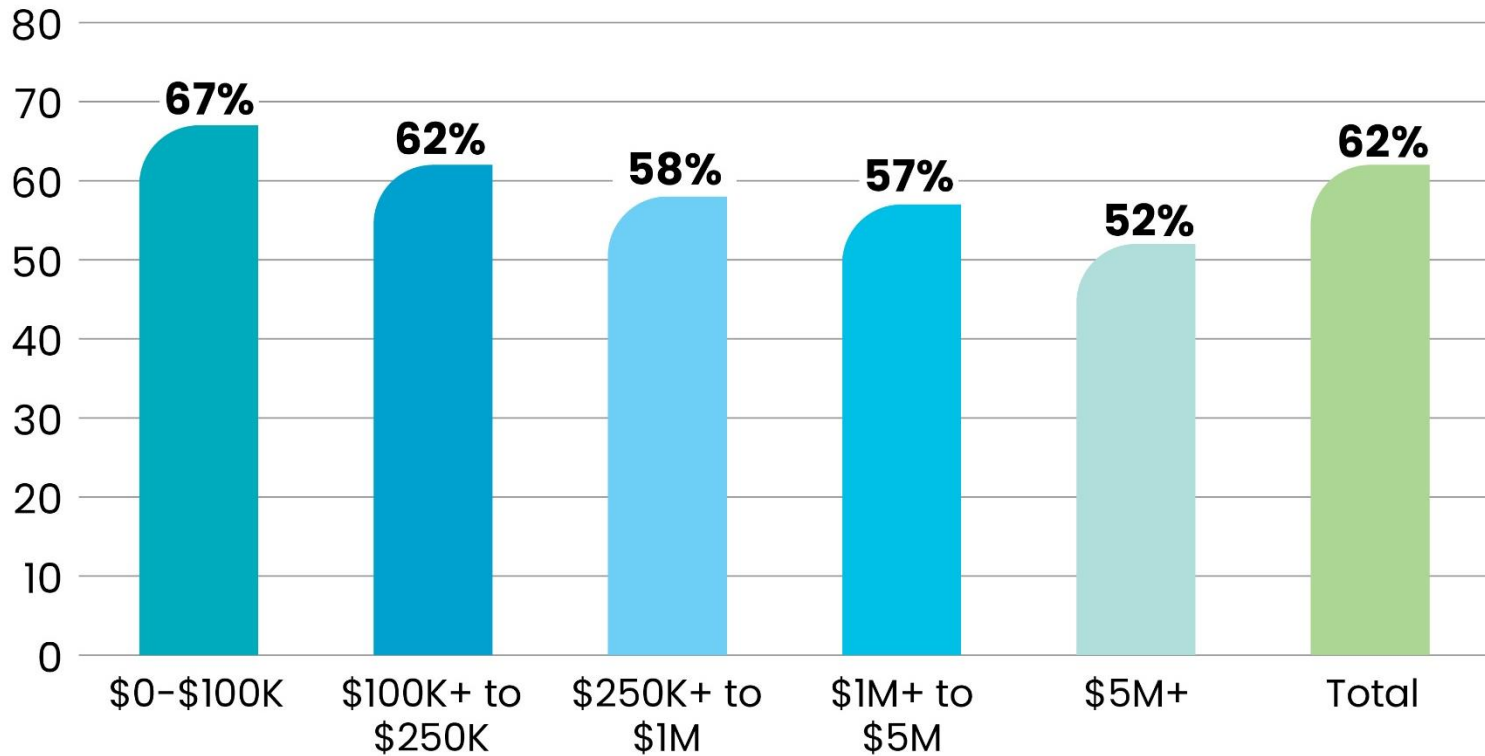
# % Agree With Statement – Socially Responsible

I would prefer to purchase products that are socially responsible

■ Strongly agree   ■ Somewhat agree



## DISTRIBUTORS THAT PREFER TO PURCHASE PRODUCTS THAT ARE ENVIRONMENTALLY FRIENDLY

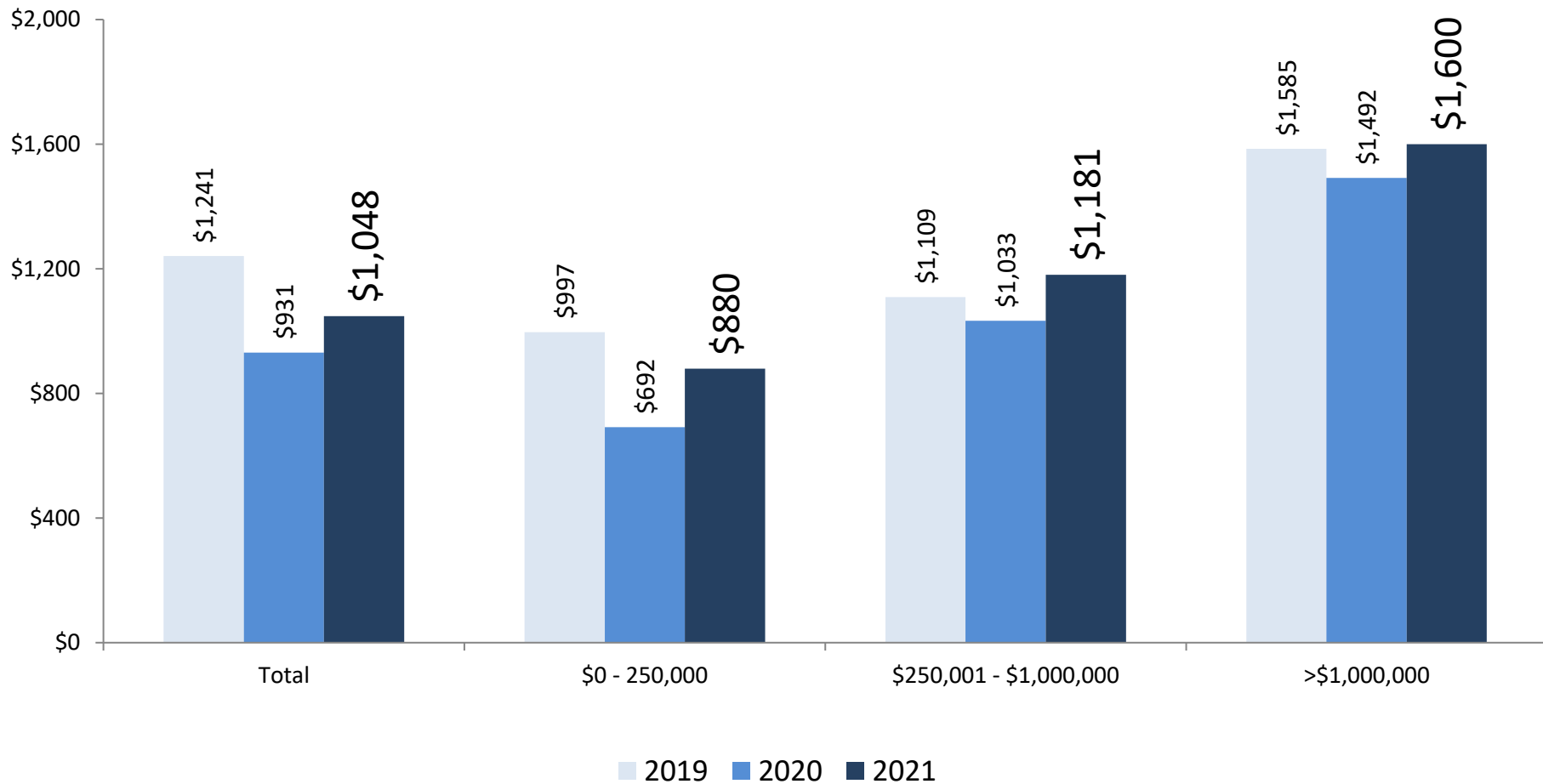


# 45%

THE PERCENTAGE OF SUPPLIERS WHO SAY THAT DISTRIBUTOR CLIENTS ASKED FOR MORE ENVIRONMENTALLY FRIENDLY AND SOCIALLY RESPONSIBLE PRODUCTS

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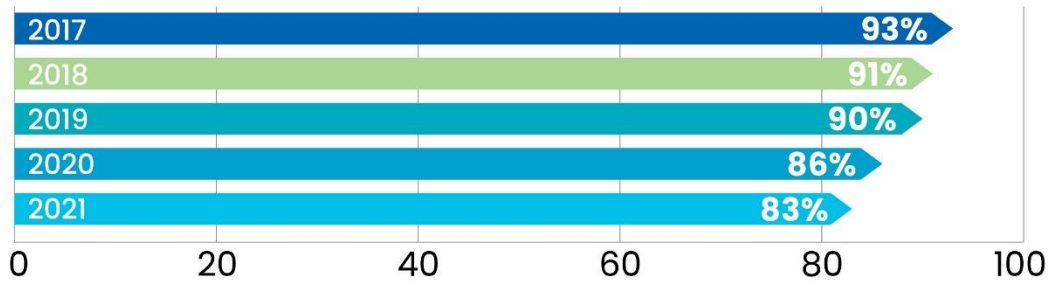
# Average Value of Orders – By Revenue



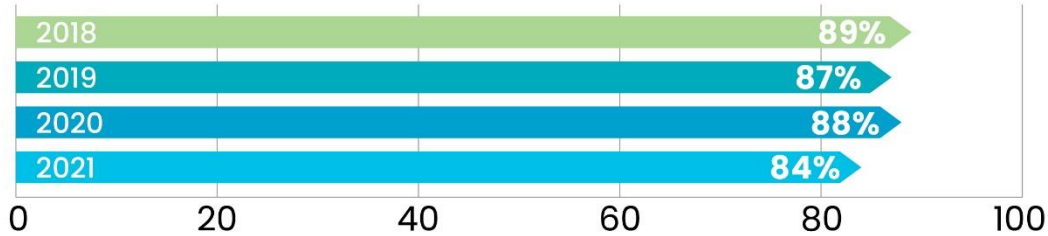
## LATE & NOT GREAT

Compared to just a few years ago, orders are increasingly arriving late and with mistakes.

PERCENTAGE OF ON-TIME ORDERS FROM SUPPLIERS



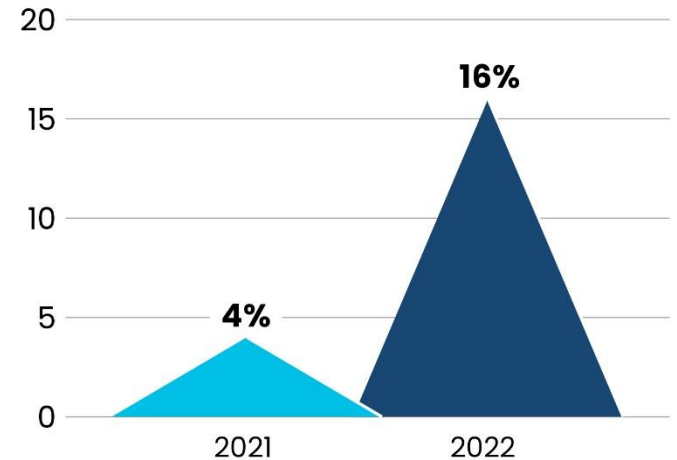
PERCENTAGE OF ORDERS DELIVERED WITHOUT ANY ERRORS FROM SUPPLIERS



## SCRAMBLE FOR THE FINISH LINE

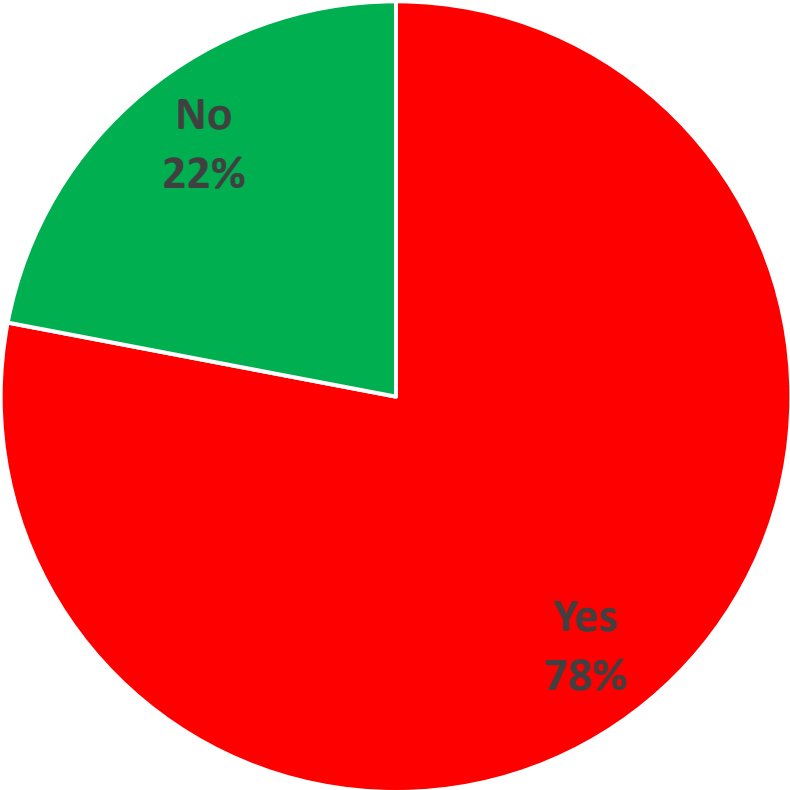
This year, when distributors were pressed to select their most difficult challenge, meeting client deadlines ranked second. Last year, it was sixth.

MEETING END-BUYER DEADLINES (TOP BUSINESS CHALLENGE AS CHOSEN BY DISTRIBUTORS)



# Whether Lost an Order to a Supply Chain Issue

## Whether Lost an Order to a Supply Chain Issue





# AD IMPRESSIONS STUDY

2022 EDITION

**Demonstrating the value and effectiveness  
of promotional products to consumers**

A PDF of this report (plus end-buyer-friendly, downloadable charts)  
can be found at [asicentral.com/study](https://asicentral.com/study).



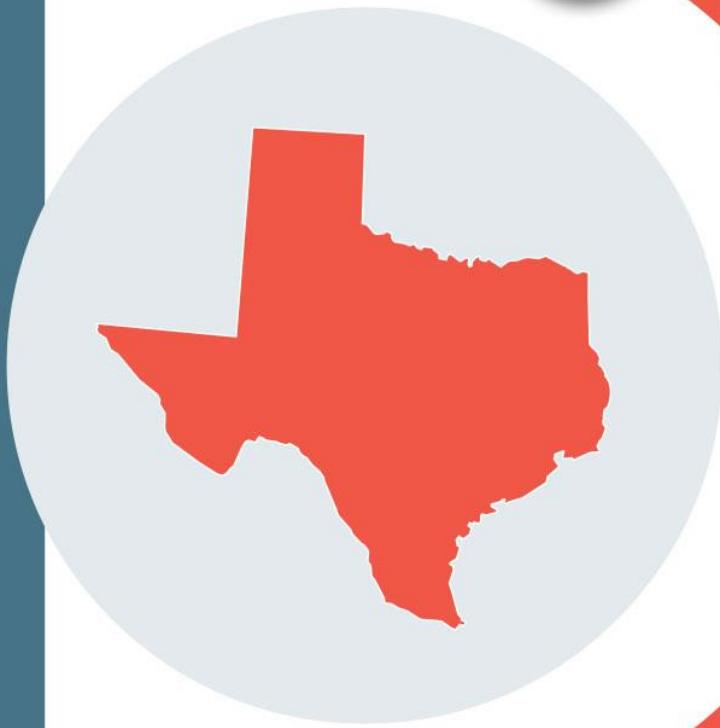
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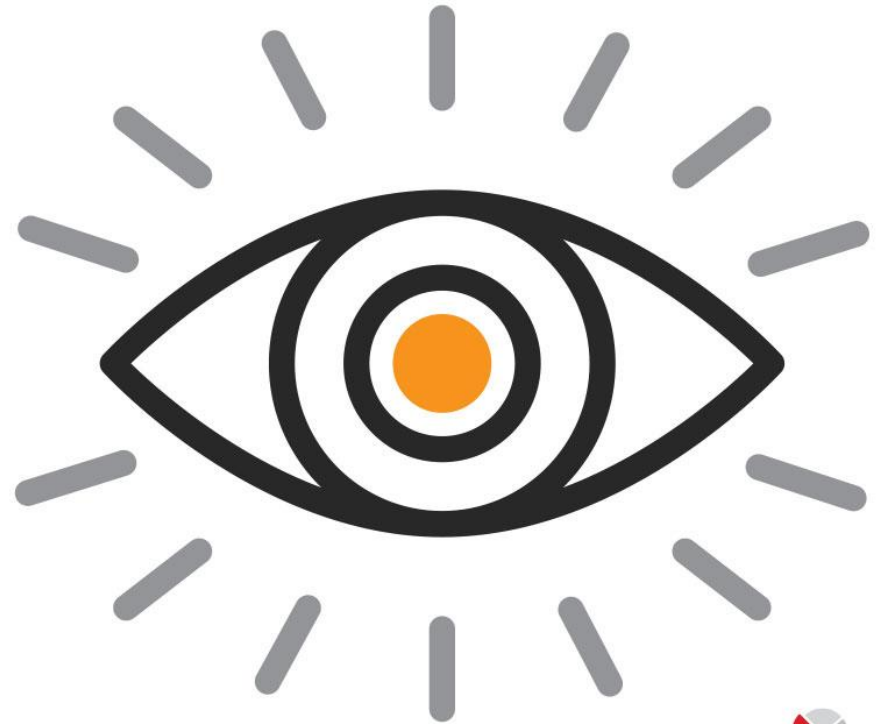
# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF TEXAS



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# 3,300

Number of **impressions**  
**promotional bags**  
generate throughout  
their lifetime



**Categories Covered: Bags, Calendars, Desk Accessories, Drinkware, Headwear, Health & Safety, Outerwear, Performance Wear, PE, Polo Shirts, Power Banks, T-Shirts, Umbrellas, USB's, Writing Instruments**



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CATEGORY SPOTLIGHT MASKS

4,235

Number of impressions per promo mask over its anticipated lifetime



CATEGORY SPOTLIGHT WRITING INSTRUMENTS

3,000

Number of impressions promotional writing instruments generate throughout their lifetime



CATEGORY SPOTLIGHT BAGS

3,300

Number of impressions promotional bags generate throughout their lifetime



CATEGORY SPOTLIGHT T-SHIRTS

3,400

Number of impressions promotional T-shirts generate throughout their lifetime



CATEGORY SPOTLIGHT HEADWEAR

3,400

Number of impressions promotional headwear generates throughout their lifetime



CATEGORY SPOTLIGHT CALENDARS

850

Number of impressions promotional calendars generate over their lifetime



CATEGORY SPOTLIGHT USBs

Promotional USBs generate

700

impressions over their lifetime



CATEGORY SPOTLIGHT DESK ACCESSORIES

1,450

Number of impressions promotional desk accessories generate over their lifetime



CATEGORY SPOTLIGHT DRINKWARE

1,400

Number of impressions promotional drinkware generates throughout its lifetime



CATEGORY SPOTLIGHT UMBRELLAS

1,100

Number of impressions promotional umbrellas will generate over their lifetime



CATEGORY SPOTLIGHT OUTERWEAR

6,100

Number of impressions promotional outerwear will generate over their lifetime



CATEGORY SPOTLIGHT POLO SHIRTS

2,300

Number of impressions promotional polos will generate over their lifetime



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