Global Advertising Impressions Study

2026/2027 EDITION

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



This report may be reproduced and used in presentations by active supplier, distributor and decorator members of the Advertising Specialty Institute (ASI) to educate the public about promotional products. Such use must not alter the information and must include the following reference: "Research provided by the Advertising Specialty Institute, ©2026, All Rights Reserved." No other use is permitted without the express written consent of ASI.

Table of Contents

Introduction 3

Section 1: An Overview of U.S. Consumers 5

Section 2: Product Spotlight 8

- Preferred Products 8
- Business Benefits 9
- Improving Opinion 10
- Value-Added Products 11
- A Good Impression 12
- Category Spotlight: Bags 13
- Category Spotlight: Blankets 14
- Category Spotlight: Buttons/Lanyards/Stickers 15
- Category Spotlight: Calendars 16
- Category Spotlight: Desk/Office Accessories 17
- Category Spotlight: Drinkware 18
- Category Spotlight: Fleece/Jackets 19
- Category Spotlight: Food Gifts 20
- Category Spotlight: Headwear 21
- Category Spotlight: Health & Safety Products 22
- Category Spotlight: Housewares 23
- Category Spotlight: Magnets 24
- Category Spotlight: Notebooks 25
- Category Spotlight: Polos 26
- Category Spotlight: Power Banks 27
- Category Spotlight: T-shirts 28
- Category Spotlight: Umbrellas 29
- Category Spotlight: USB Drives 30
- Category Spotlight: Writing Instruments 31

Section 3: Canada . . . . . Coming in April 2026

Section 4: International . . . . . Coming in May 2026

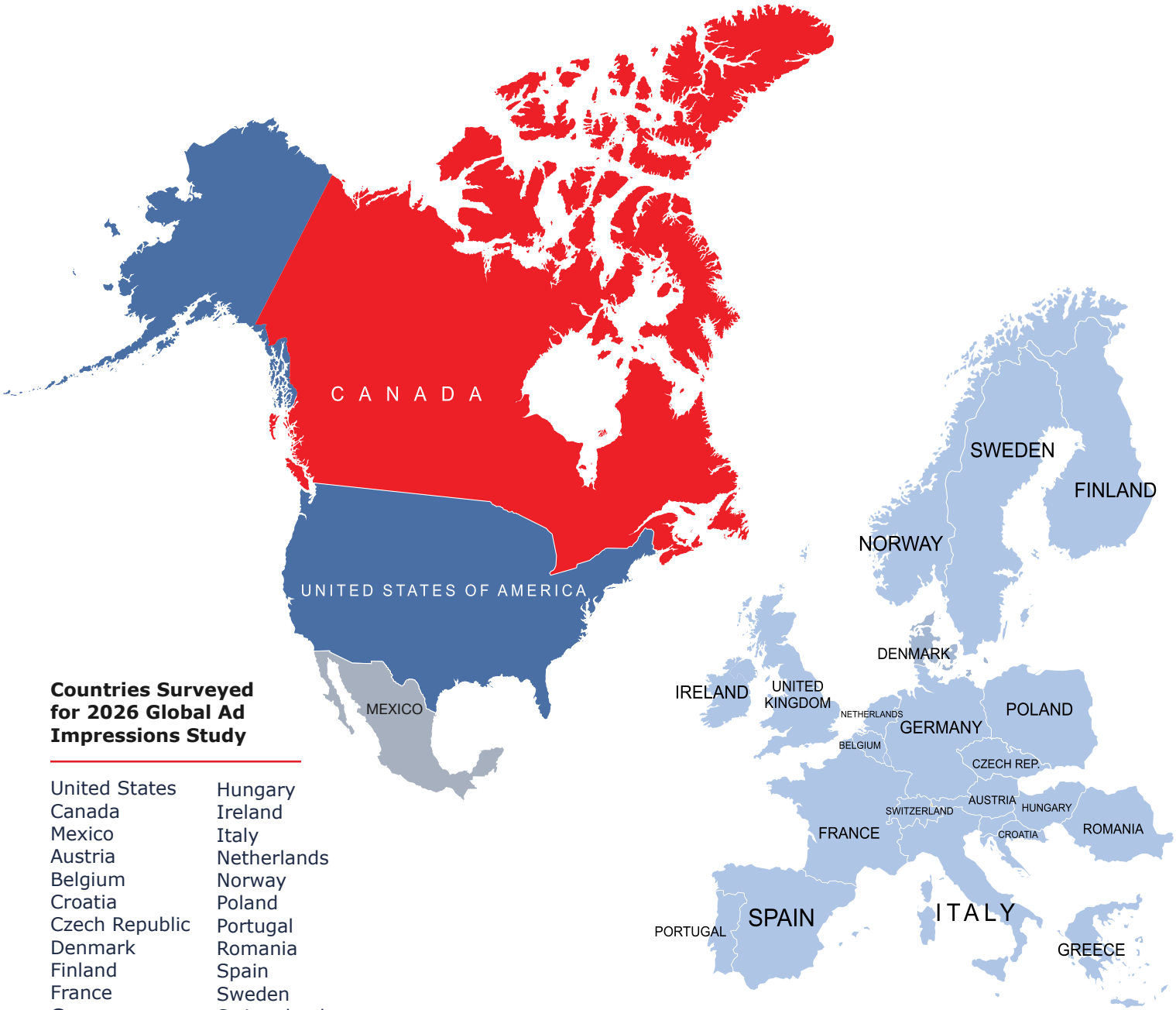
©2026, Advertising Specialty Institute.

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

©2026, Advertising Specialty Institute.



U.S. Findings

©2026, Advertising Specialty Institute.

SECTION ONE

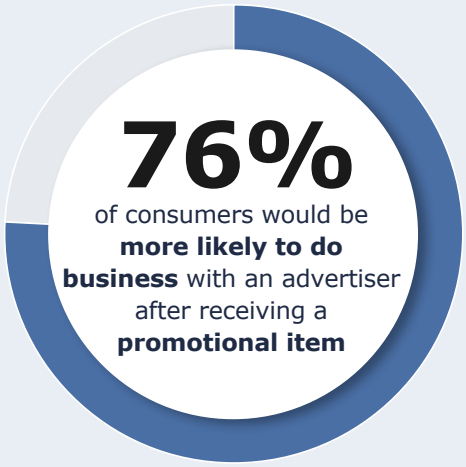
U.S. Consumers

3,300

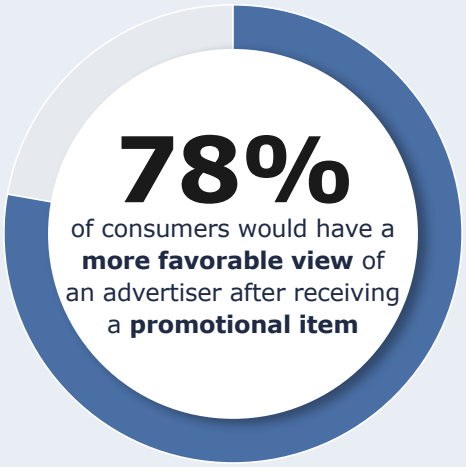
Average number of **impressions** a **promotional product** will generate over its **lifetime**



The average **cost-per-impression** for a **promotional item** is **6/10** of a cent



76%
of consumers would be **more likely to do business** with an advertiser after receiving a **promotional item**



78%
of consumers would have a **more favorable view** of an advertiser after receiving a **promotional item**



74%
of consumers would have a **more favorable view** of an advertiser specifically after receiving a **sustainable** promotional item



79%
of consumers would have a **more favorable view** of an advertiser specifically after receiving a **Made-in-the-USA** promotional item



73%
of consumers would have a **more favorable view** of an advertiser specifically after receiving a **socially responsible** promotional item



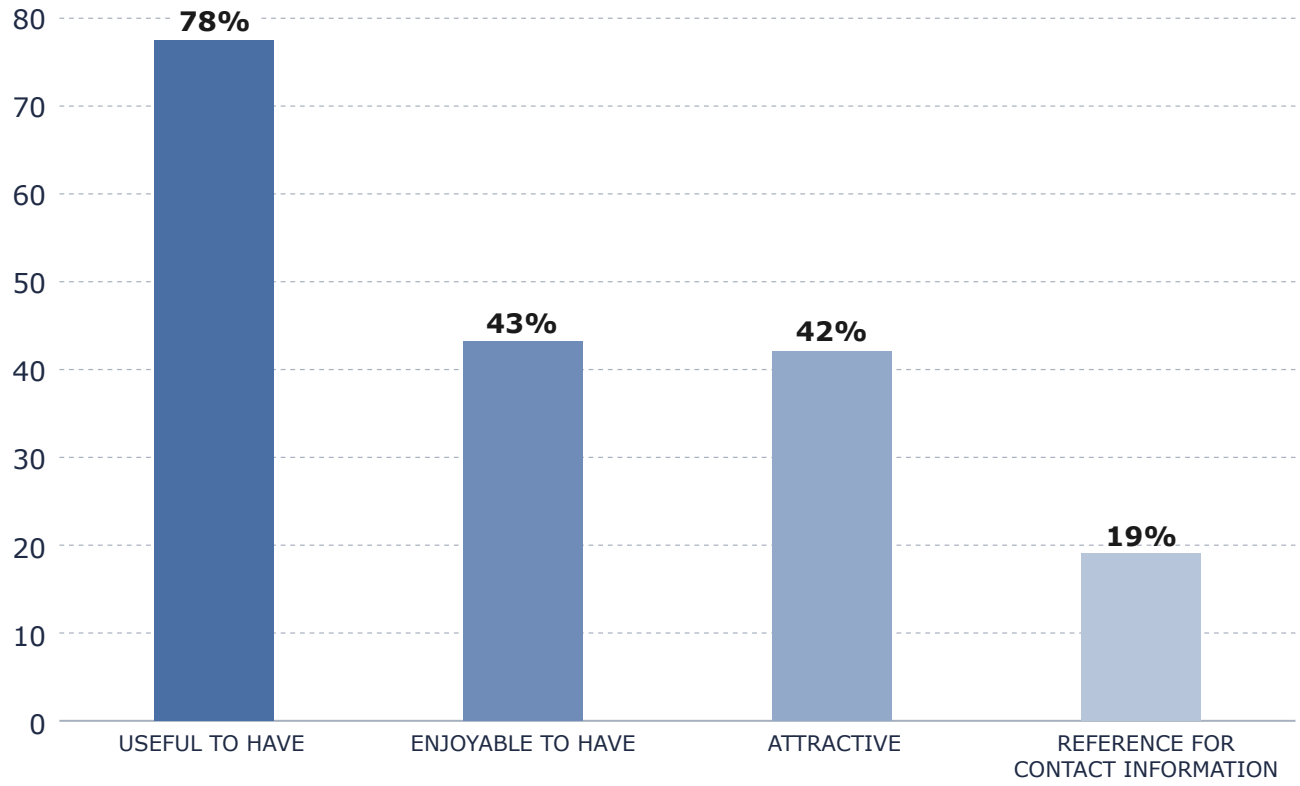
68%
of consumers would have a **more favorable view** of an advertiser specifically after receiving a **personalized** promotional item

©2026, Advertising Specialty Institute.

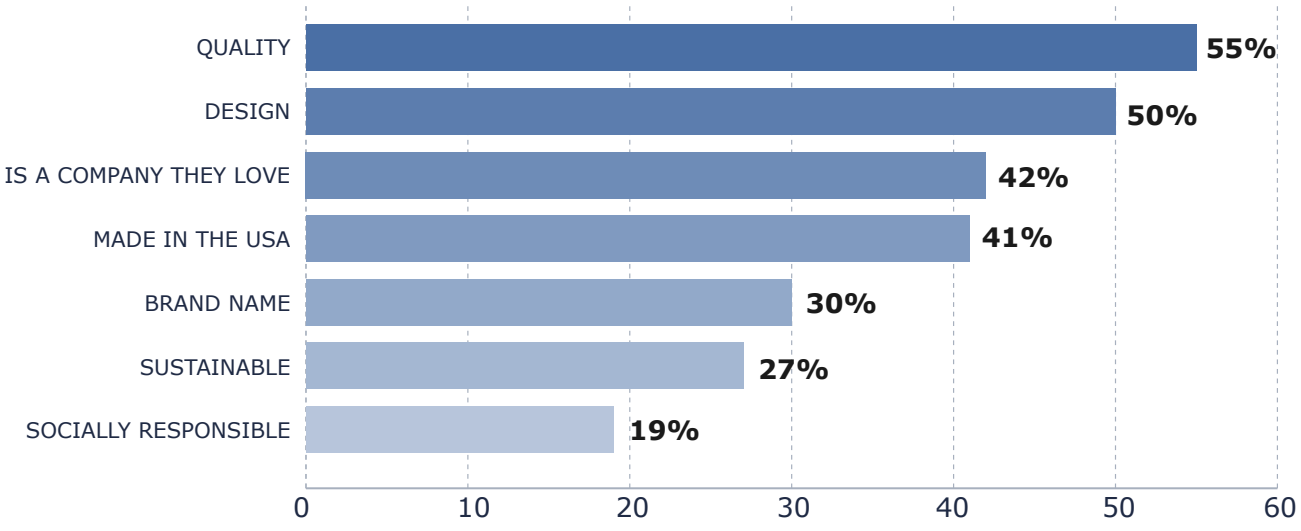
SECTION ONE

U.S. Consumers

U.S. consumers would keep promotional items because they are:



These factors would influence U.S. consumers' willingness to purchase a promotional item:

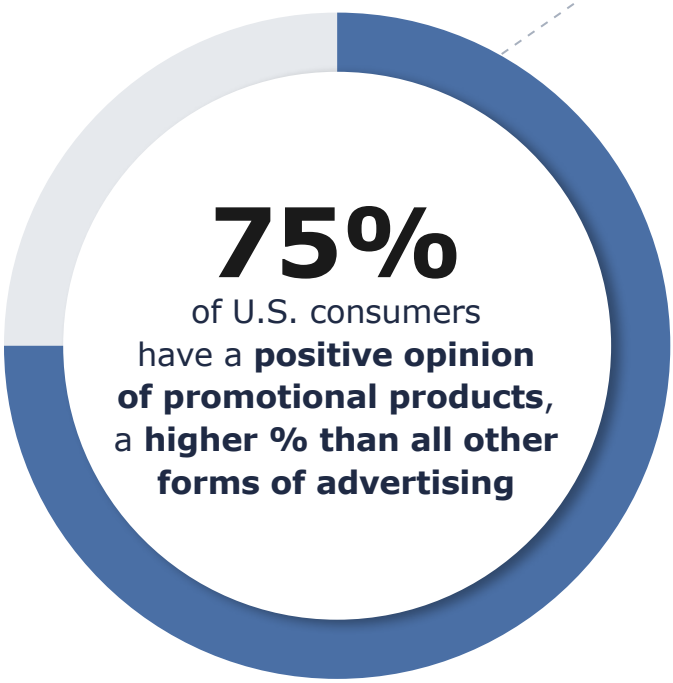


©2026, Advertising Specialty Institute.

SECTION ONE

Consumers Prefer Promo

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



1. **Promotional Products**
2. TV Advertising
3. Internet Advertising
4. Mobile Advertising
5. Social Media Advertising

©2026, Advertising Specialty Institute.

Product Spotlight

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. More than 50% reported that they would be excited to receive T-shirts, fleece/jackets and food gifts.

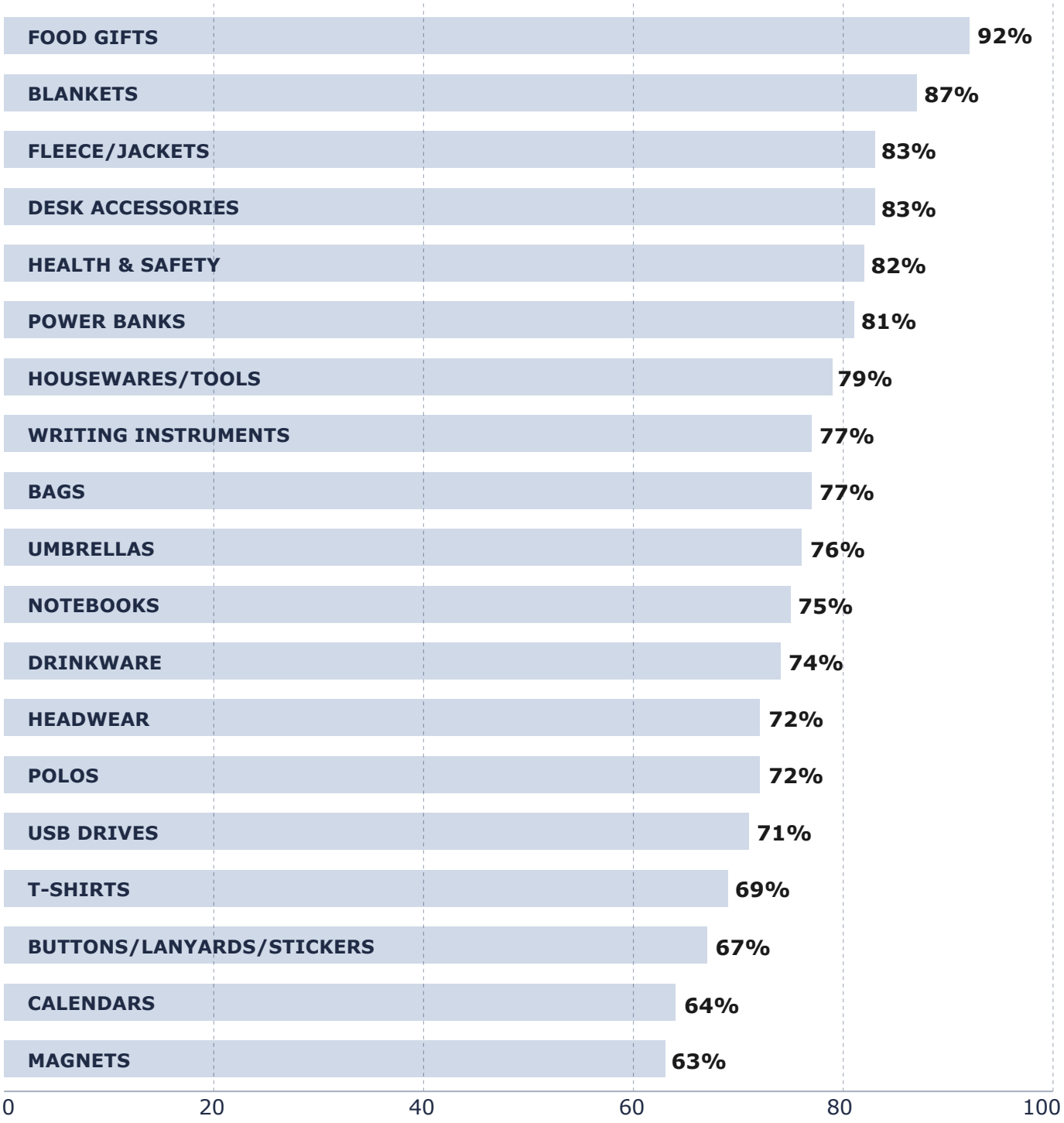


©2026, Advertising Specialty Institute.

Product Spotlight

We asked: How likely would you be to do business with an advertiser who gave you a promotional item?

(Percentage of respondents who said they would be more likely to do business based on the product received)

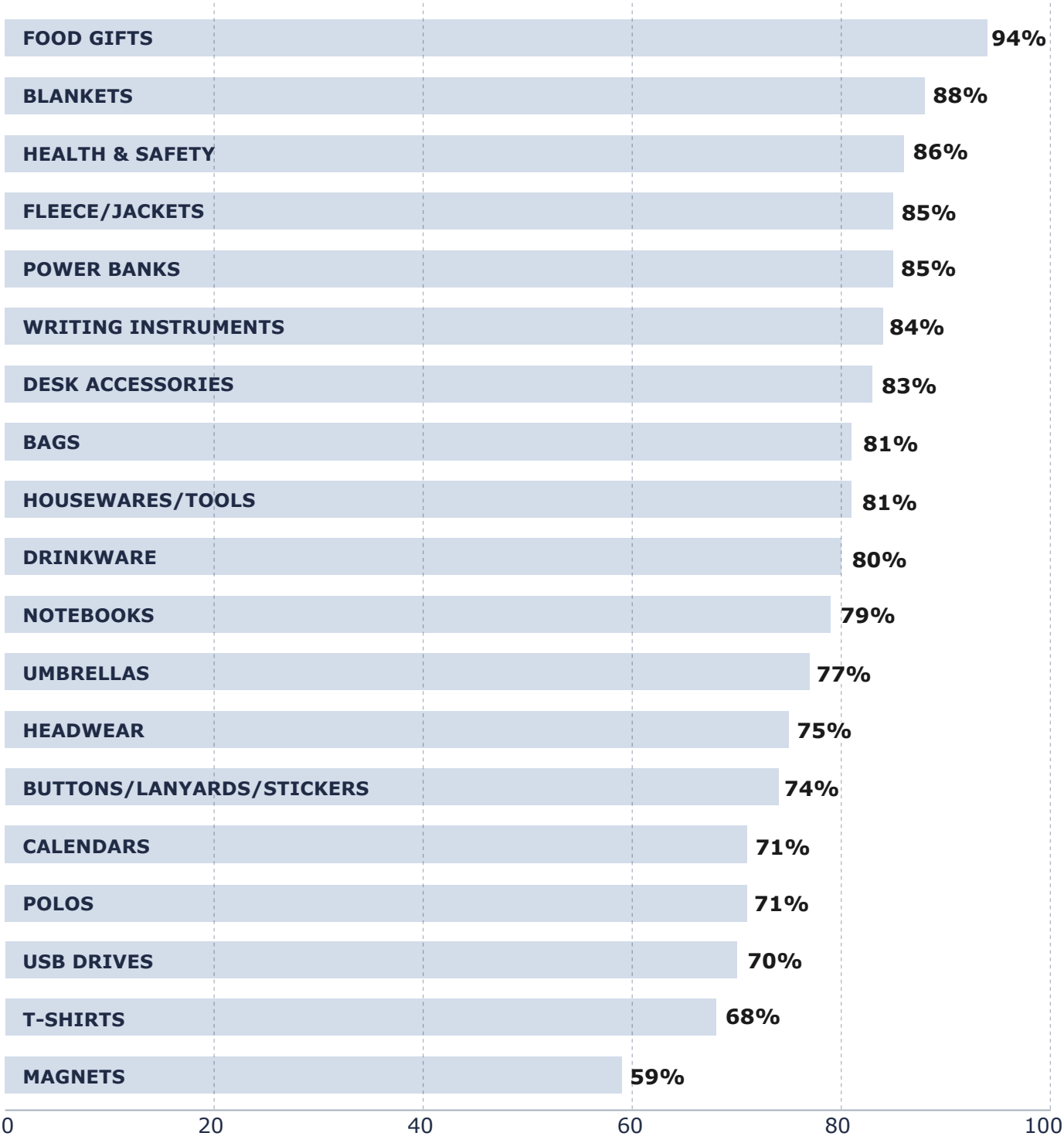


©2026, Advertising Specialty Institute.

Product Spotlight

We asked: What would be your impression of an advertiser after receiving a promotional item?

Survey respondents were asked if they would have a more or less favorable view of an advertiser after receiving different types of promotional items. Eighty-eight percent of respondents, for example, reported that they would have a more positive view of an advertiser who gave them a blanket.



©2026, Advertising Specialty Institute.

Product Spotlight

VALUE-ADDED PRODUCTS

Sourcing promotional items that are sustainable, Made in the USA or manufactured in a socially responsible manner often comes with higher prices. But for many consumers, receiving a giveaway with these features – even in common categories like bags and T-shirts – creates a more favorable impression of the advertiser than a standard item.

Percentage of U.S. consumers that have a more favorable view of an advertiser if the promotional item they receive is...

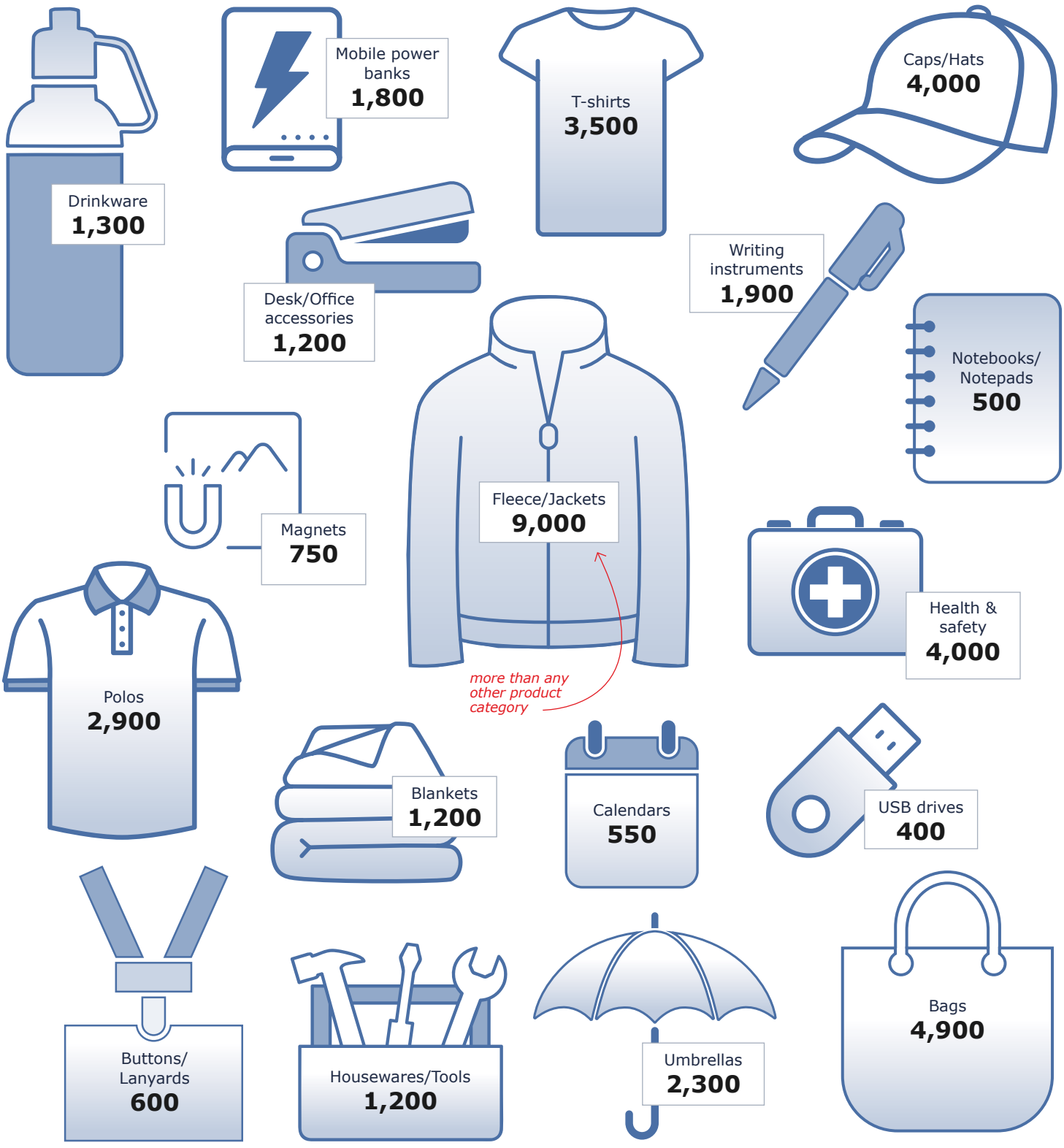
1 2 3

	SUSTAINABLE	MADE IN USA	SOCIALLY RESPONSIBLE
Bags	86%	81%	87%
Blankets	78%	83%	77%
Buttons/Lanyards/Stickers	69%	77%	67%
Calendars	68%	66%	65%
Desk accessories	83%	84%	81%
Drinkware	75%	77%	71%
Fleece/Jackets	74%	79%	76%
Food gifts	80%	80%	77%
Headwear	69%	80%	73%
Health & safety	74%	81%	71%
Housewares/Tools	67%	76%	63%
Magnets	61%	69%	64%
Notebooks	77%	81%	72%
Polos	70%	81%	73%
Power banks	76%	84%	79%
T-shirts	68%	83%	68%
Umbrellas	81%	80%	76%
USB drives	67%	77%	68%
Writing instruments	75%	86%	73%

©2026, Advertising Specialty Institute.

Product Spotlight

ASI Research calculates the average number of impressions for each promotional product category by multiplying the average length of time consumers keep a given product by the frequency of its usage and how many people they come in contact with while using it. In the U.S., fleece and jackets are the product category with the highest number of impressions.



©2026, Advertising Specialty Institute.

Category Spotlight

That's an average **cost-per-impression** of **1/10 of a cent**



4,900

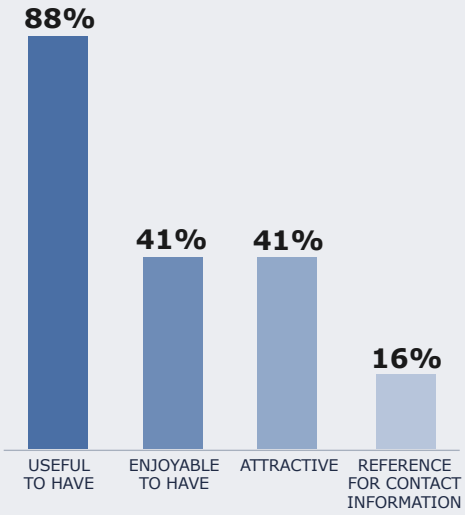
Number of **impressions promotional bags** generate throughout their **lifetime**

81%
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional bag

92%
of consumers would use a promotional bag **at least once per month**

84%
of consumers would keep a promotional bag for **at least one year**

If a consumer received a promotional bag, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...





77%
of consumers would be more **likely to do business** with an advertiser who gave them a promotional bag

©2026, Advertising Specialty Institute.

Category Spotlight



1,200

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

That's an average **cost per impression** of **less than 2 cents**

88%

of consumers would have a **more favorable impression** of the advertiser after receiving a promotional blanket

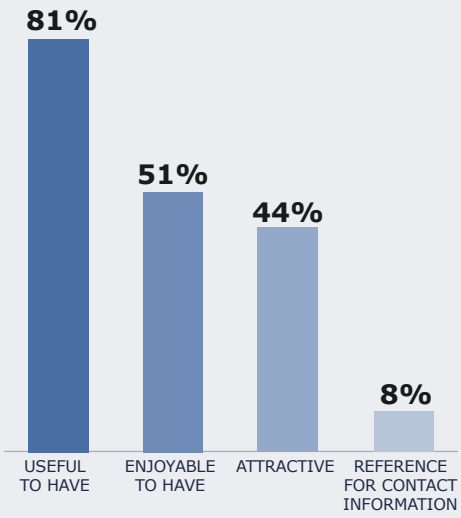
95%

of consumers would use a promotional blanket **at least once per month**

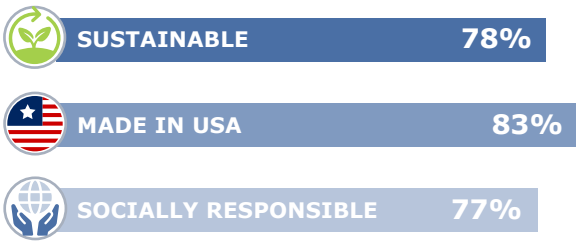
Half

of consumers would keep a promotional blanket for **more than five years**

If a consumer received a promotional blanket, why would they keep it?

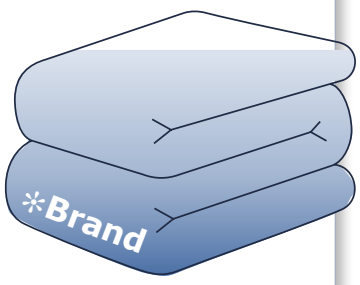


Percentage of consumers who view advertisers more favorably when promo is...



87%

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



©2026, Advertising Specialty Institute.

Category Spotlight



That's an average **cost-per-impression** of **1/4 of a cent**

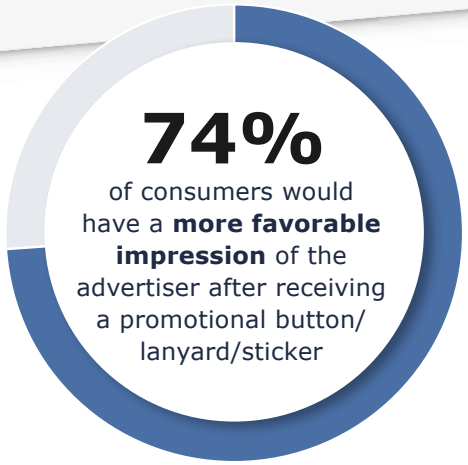


600

Number of **impressions promotional buttons/ lanyards/stickers** generate throughout their **lifetime**

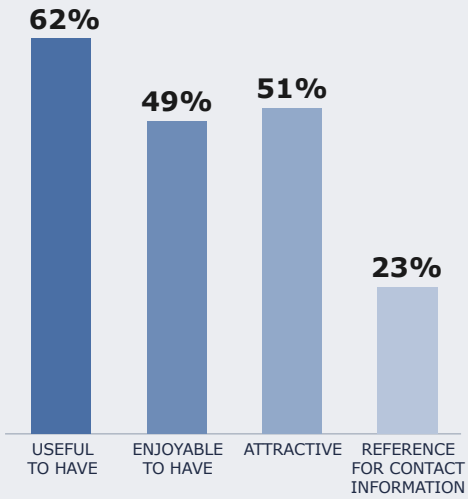
84%
of consumers would wear a promotional button/lanyard/sticker **at least once per month**

62%
of consumers would keep a promotional button/lanyard/sticker for **at least a year**

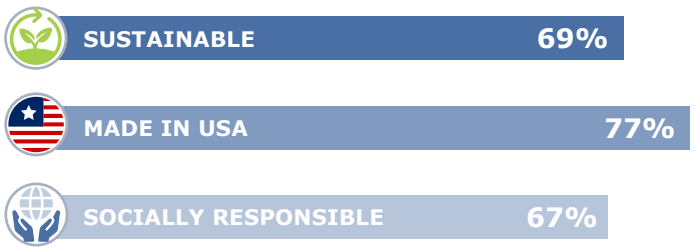


74%
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional button/ lanyard/sticker

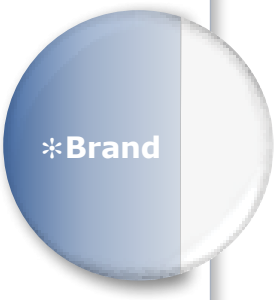
If a consumer received a promotional button/ lanyard/sticker, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...



67%
of consumers would be **more likely to do business** with an advertiser who gave them a promotional button/lanyard/sticker



©2026, Advertising Specialty Institute.

Category Spotlight



550

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

That's an average **cost-per-impression** of **1 cent**



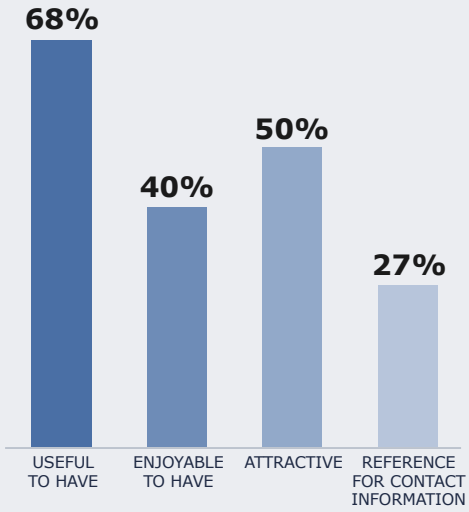
76%

of consumers would refer to a promotional calendar **at least once per week**

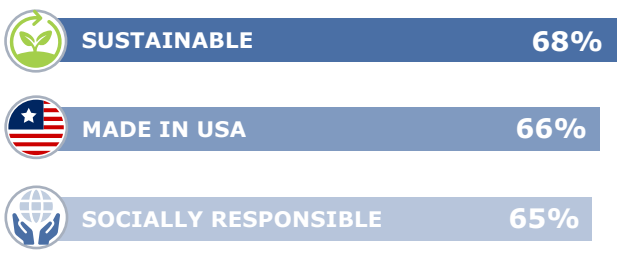
71%

of consumers would have a **more favorable impression** of the advertiser after receiving a promotional calendar

If a consumer received a promotional calendar, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...





64%

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

©2026, Advertising Specialty Institute.

Category Spotlight

1,200

Number of **impressions promotional desk/office accessories** generate throughout their **lifetime**

That's an average **cost-per-impression** of **1 cent**

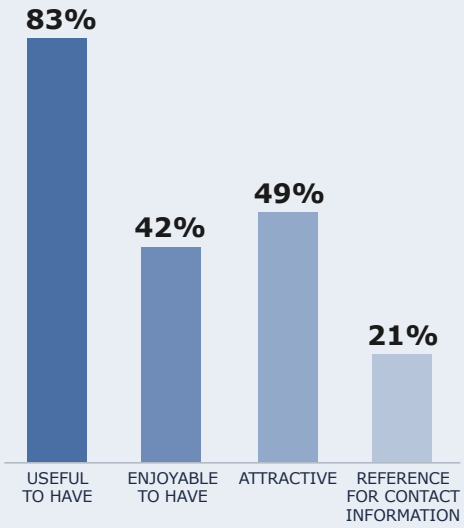


74%
of consumers would use a promotional desk/office accessory **at least once per week**

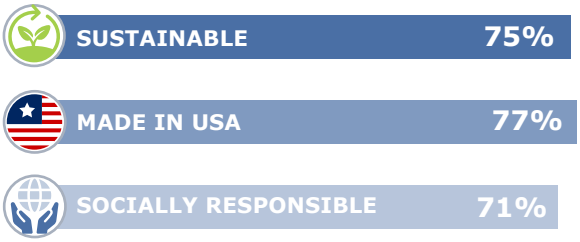
77%
of consumers would keep a promotional desk/office accessory for **at least one year**

83%
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional desk/office accessory

If a consumer received a promotional desk/office accessory, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...



83%
of consumers would be **more likely to do business** with an advertiser who gave them a promotional desk/office accessory

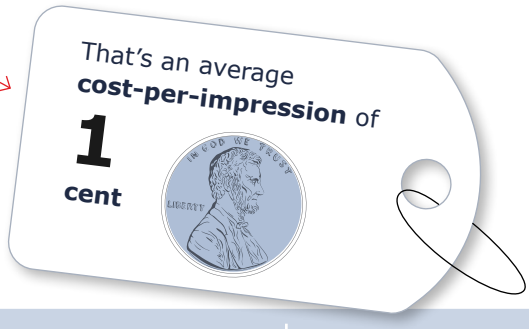
©2026, Advertising Specialty Institute.

Category Spotlight



1,300

Number of impressions **promotional drinkware** generates throughout its **lifetime**

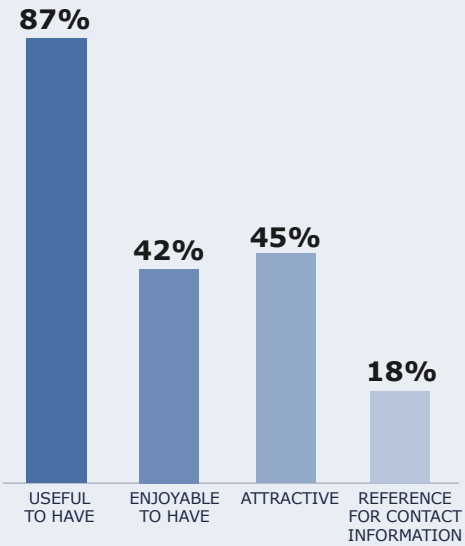


77%
of consumers would use promotional drinkware **at least once per week**

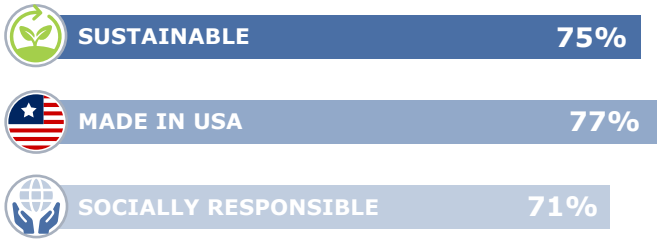
80%
of consumers would keep promotional drinkware for **more than one year**

80%
of consumers would have a **more favorable impression** of the advertiser after receiving promotional drinkware

If a consumer received promotional drinkware, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...





74%
of consumers would be **more likely to do business** with an advertiser who gave them promotional drinkware

©2026, Advertising Specialty Institute.

Category Spotlight



9,000

Number of **impressions promotional fleece/jackets** generate throughout their **lifetime**

That's an average **cost-per-impression** of **4/10 of a cent**



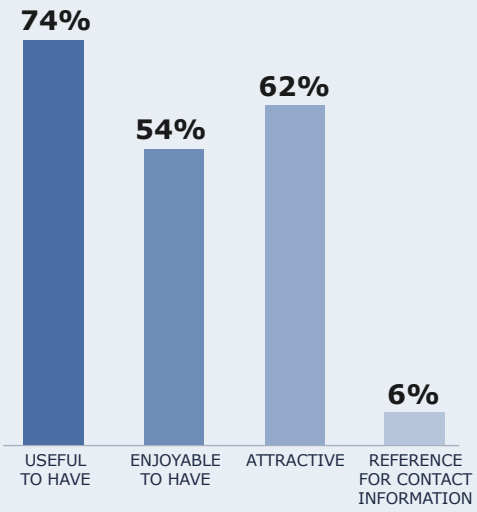
78%
of consumers would wear a promotional fleece/jacket **at least once per week**

87%
of consumers would keep a promotional fleece/jacket for **more than one year**

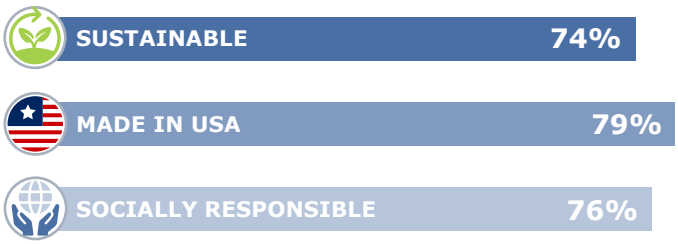
85%
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional fleece/jacket

more than any other product category

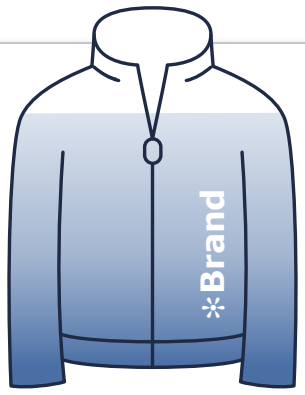
If a consumer received a promotional fleece/jacket, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...

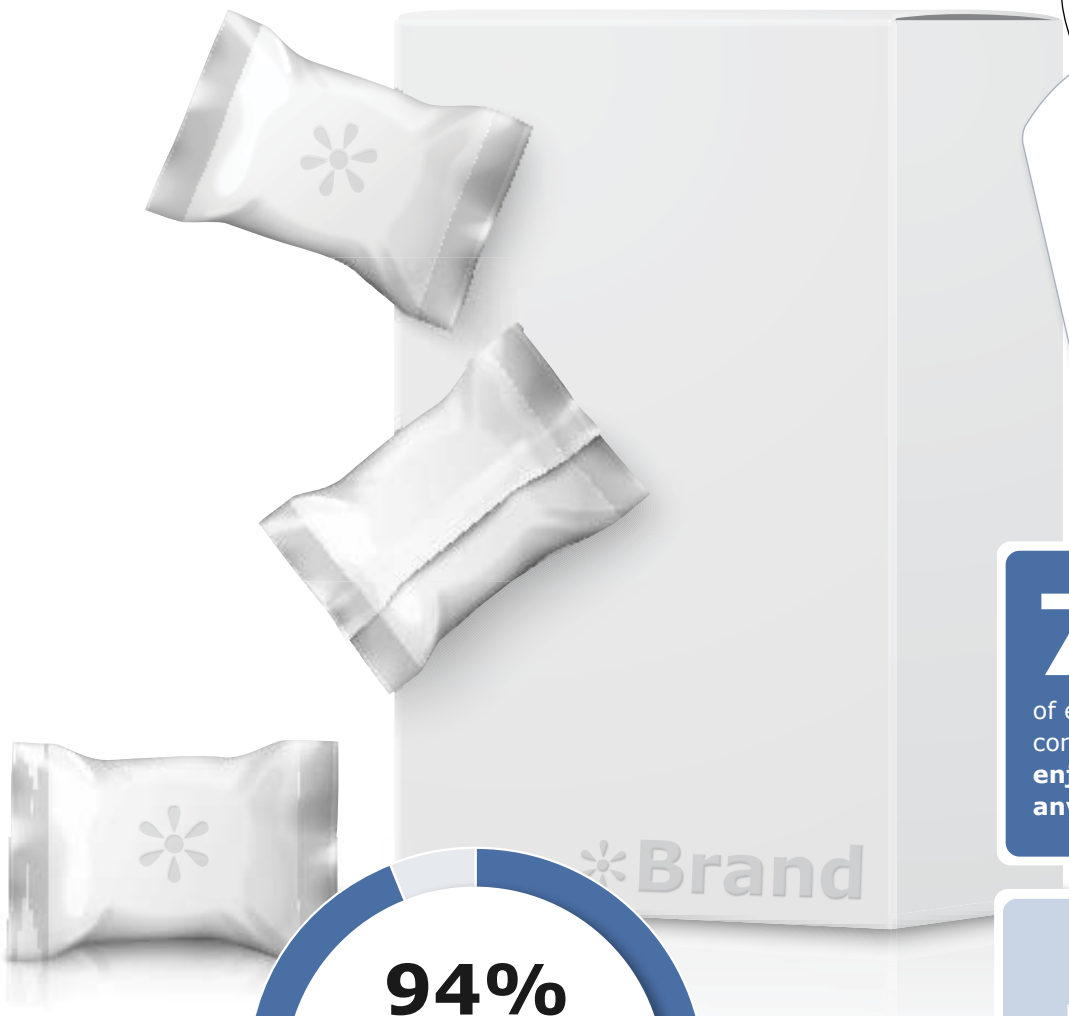


85%
of consumers would be **more likely to do business** with an advertiser who gave them a promotional fleece/jacket



©2026, Advertising Specialty Institute.

Category Spotlight



On average, consumers would pay **$16** for a **promotional food gift** at a retail store

72%

of end-users would keep and consume a food gift because it's **enjoyable to have – higher than any other product category**

3 average number of food gifts consumers receive **per year**

94%

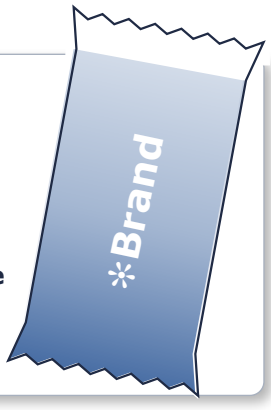
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional food gift

Percentage of consumers who view advertisers more favorably when promo is...

SUSTAINABLE	80%
MADE IN USA	80%
SOCIALLY RESPONSIBLE	77%

92%

of consumers would be **more likely to do business** with an advertiser who gave them a promotional food gift, **more than any other product category**



©2026, Advertising Specialty Institute.

Category Spotlight



4,000

Number of **impressions promotional headwear** generates throughout its **lifetime**

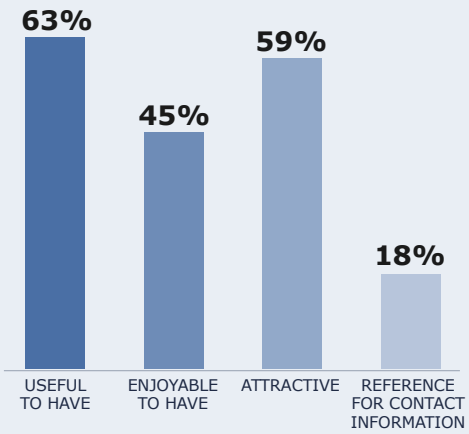
That's an average **cost-per-impression** of **1/3 of a cent**

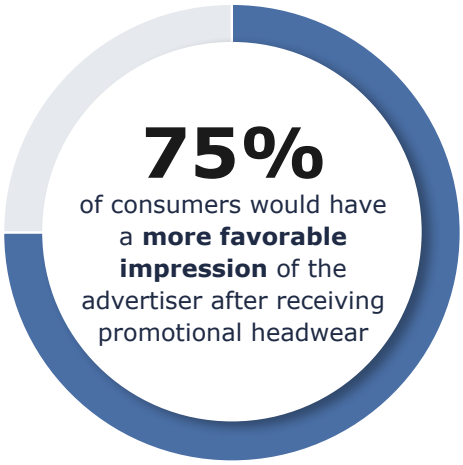


60% of consumers would wear promotional headwear at **least once per week**

64% of consumers would keep promotional headwear for at **least one year**

If a consumer received promotional headwear, why would they keep it?



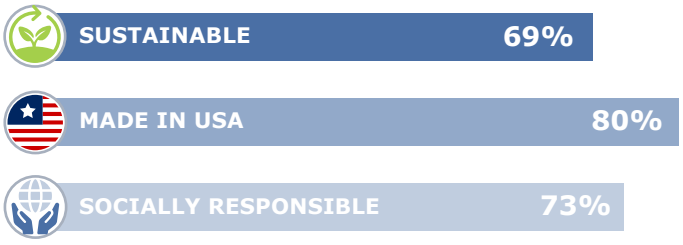


75% of consumers would have a **more favorable impression** of the advertiser after receiving promotional headwear

72% of consumers would be **more likely to do business** with an advertiser who gave them promotional headwear



Percentage of consumers who view advertisers more favorably when promo is...



©2026, Advertising Specialty Institute.

Category Spotlight



400

Number of **impressions promotional health & safety products** generate throughout their **lifetime**

86%

of consumers would have a **more favorable impression** of the advertiser after receiving a promotional health & safety product

That's an average **cost-per-impression** of

less than 1 cent



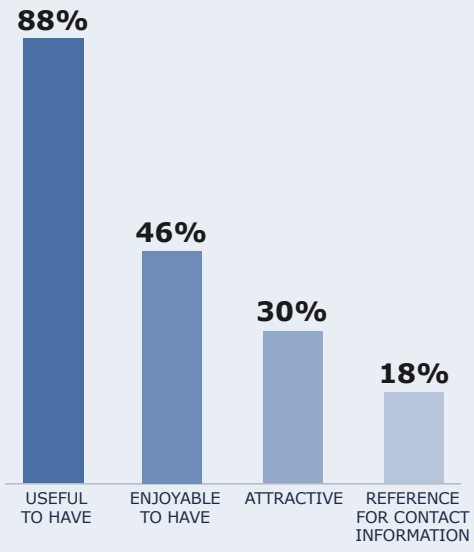
66%

of consumers would use a promotional health & safety product **at least once per week**

64%

of consumers would keep a promotional health & safety product for **at least one year**

If a consumer received a promotional health & safety product, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...





82%

of consumers would be **more likely to do business** with an advertiser who gave them a promotional health & safety product

©2026, Advertising Specialty Institute.

Category Spotlight



1,200

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

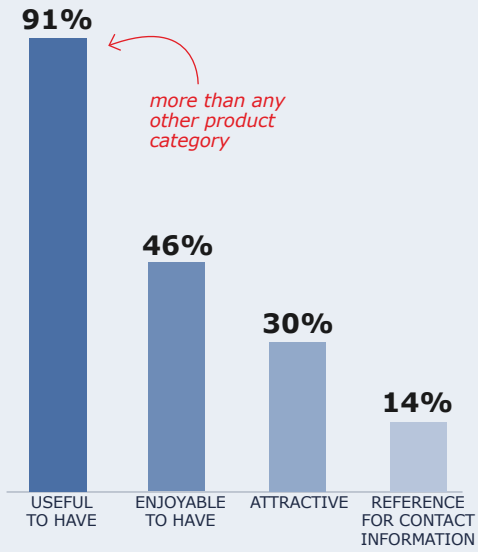
That's an average **cost-per-impression** of **1/3 of a cent**

80% of consumers would use a promotional houseware item **at least once per week**

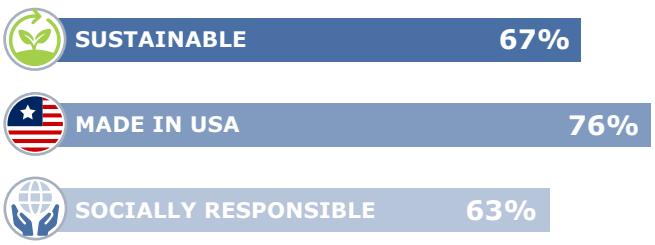
Nearly **half** of consumers would keep a promotional houseware item for **more than five years**

81% of consumers would have a **more favorable impression** of the advertiser after receiving a promotional houseware item

If a consumer received a promotional houseware item, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...





79% of consumers would be **more likely to do business** with an advertiser who gave them a promotional houseware item

©2026, Advertising Specialty Institute.

Category Spotlight

800

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

That's an average **cost-per-impression** of **1/10 of a cent**



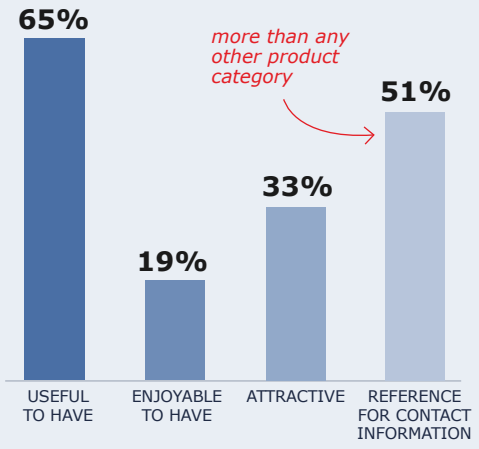
67%

of consumers would keep a promotional magnet for **at least one year**

59%

of consumers would have a **more favorable impression** of the advertiser after receiving a promotional magnet

If a consumer received a promotional magnet, why would they keep it?

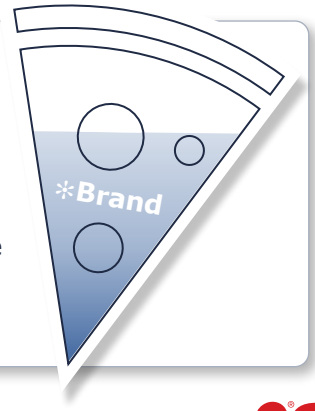


Percentage of consumers who view advertisers more favorably when promo is...



63%

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



©2026, Advertising Specialty Institute.

Category Spotlight

500

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

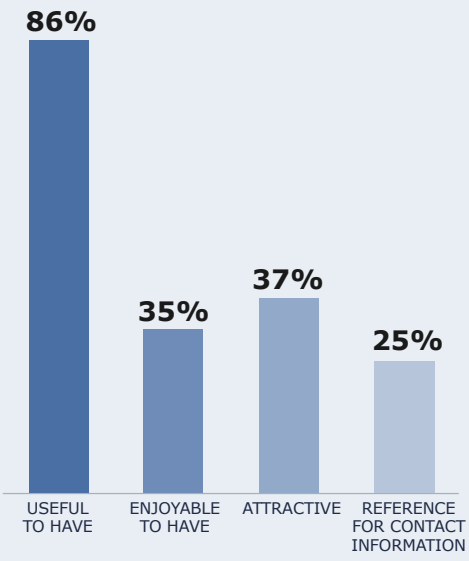


75%
of consumers would use a promotional notebook **at least once per week**

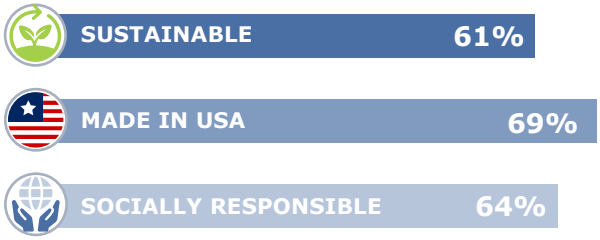
61%
of consumers would keep a promotional notebook for **at least one year**

79%
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional notebook

If a consumer received a promotional notebook, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...



75%
of consumers would be **more likely to do business** with an advertiser who gave them a promotional notebook



©2026, Advertising Specialty Institute.

Category Spotlight



2,900

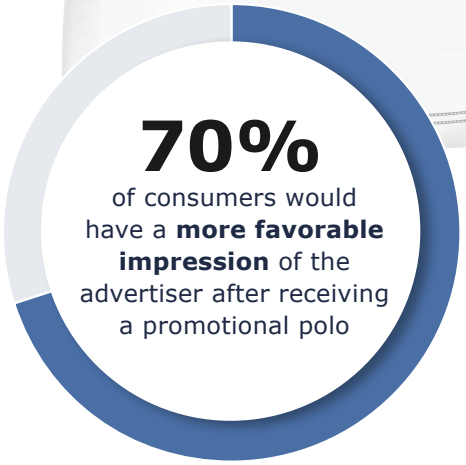
Number of **impressions promotional polos** generate throughout their **lifetime**

That's an average **cost-per-impression** of **7/10 of a cent**



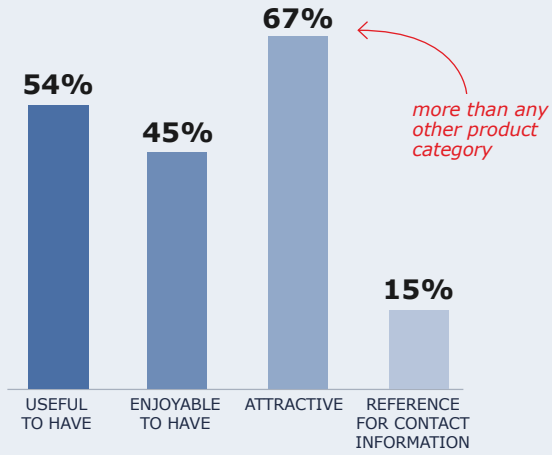
80%
of consumers would wear a promotional polo **at least once per month**

73%
of consumers would keep a promotional polo for **at least one year**



70%
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional polo

If a consumer received a promotional polo, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...

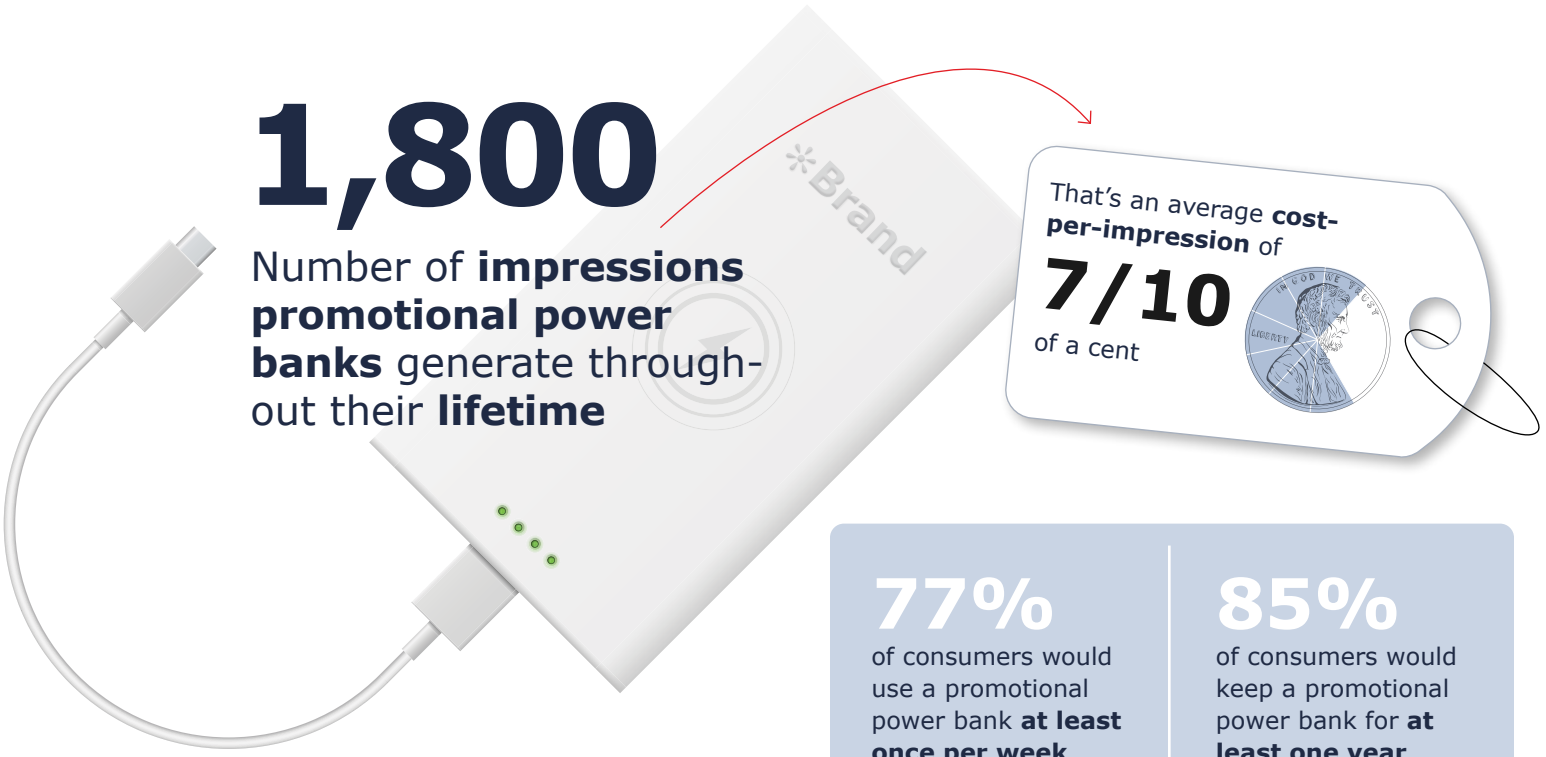




72%
of consumers would be **more likely to do business** with an advertiser who gave them a promotional polo

©2026, Advertising Specialty Institute.

Category Spotlight



1,800

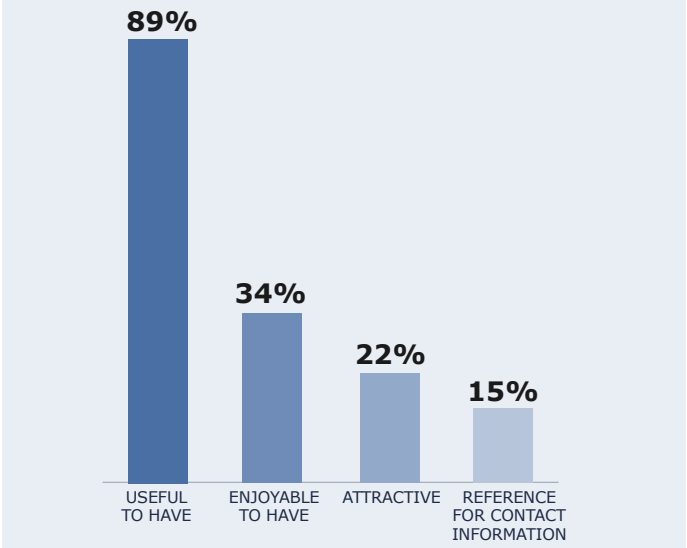
Number of **impressions promotional power banks** generate throughout their **lifetime**

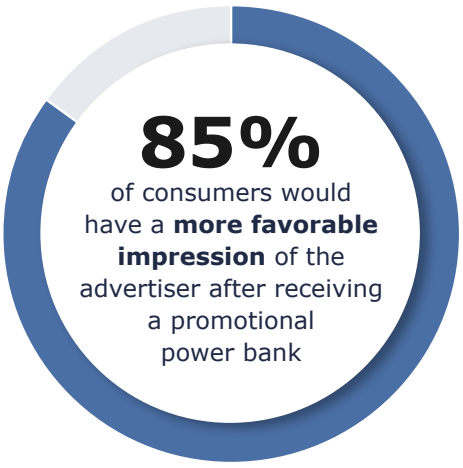
That's an average **cost-per-impression** of **7/10** of a cent

77%
of consumers would use a promotional power bank **at least once per week**

85%
of consumers would keep a promotional power bank for **at least one year**

If a consumer received a promotional power bank, why would they keep it?

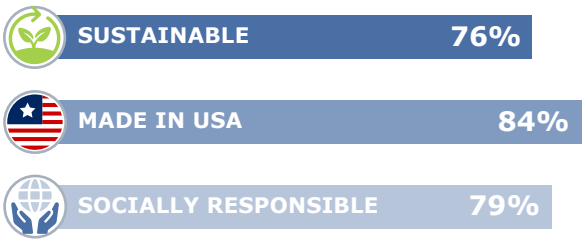




81%
of consumers would be **more likely to do business** with an advertiser who gave them a promotional power bank



Percentage of consumers who view advertisers more favorably when promo is...



©2026, Advertising Specialty Institute.

Category Spotlight



3,500

Number of **impressions promotional T-shirts** generate throughout their **lifetime**

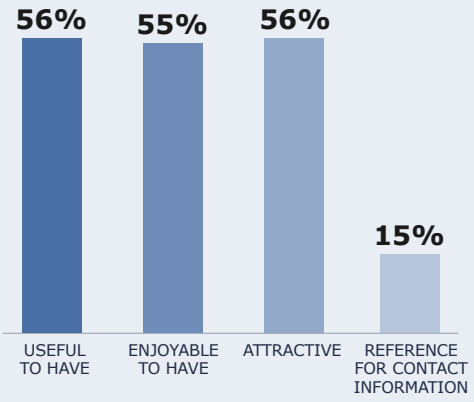
That's an average **cost-per-impression** of **1/3 of a cent**

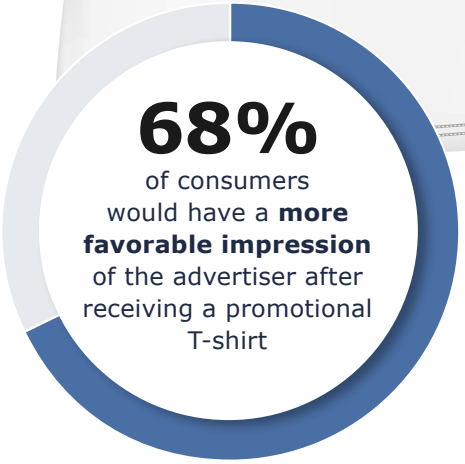


90%
of consumers would wear a promotional T-shirt **at least once per month**

80%
of consumers would keep a promotional T-shirt for **at least one year**

If a consumer received a promotional T-shirt, why would they keep it?





68%
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional T-shirt

Percentage of consumers who view advertisers more favorably when promo is...

- SUSTAINABLE 68%
- MADE IN USA 83%
- SOCIALLY RESPONSIBLE 68%

69%
of consumers would be **more likely to do business** with an advertiser who gave them a promotional T-shirt



©2026, Advertising Specialty Institute.

Category Spotlight



2,300

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

That's an average **cost-per-impression** of **7/10 of a cent**

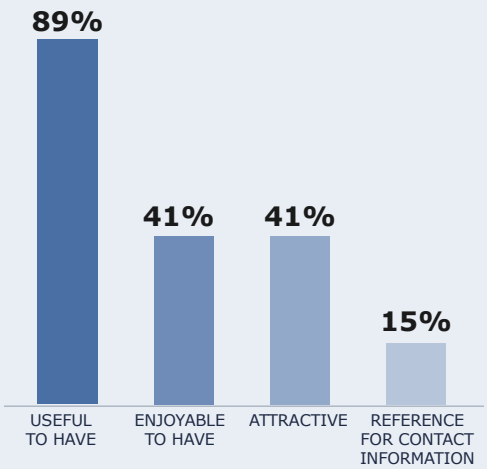


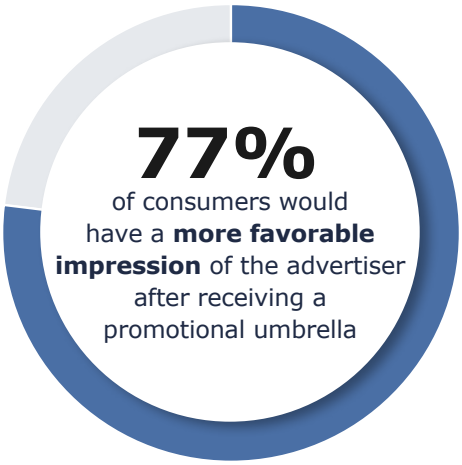
more than any other product category

94%
of consumers would use a promotional umbrella **at least once per month**

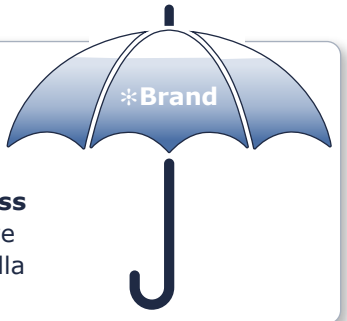
More than **half**
of consumers would keep a promotional umbrella for **at least five years**

If a consumer received a promotional umbrella, why would they keep it?





76%
of consumers would be **more likely to do business** with an advertiser who gave them a promotional umbrella



Percentage of consumers who view advertisers more favorably when promo is...



©2026, Advertising Specialty Institute.

Category Spotlight



400

Number of **impressions promotional USB drives** generate throughout their **lifetime**

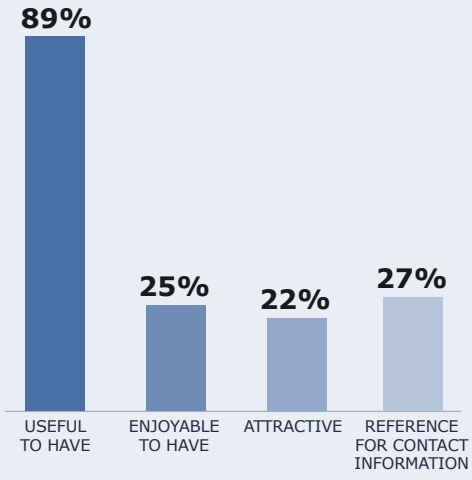


85%
of consumers would use a promotional USB drive **at least once per month**

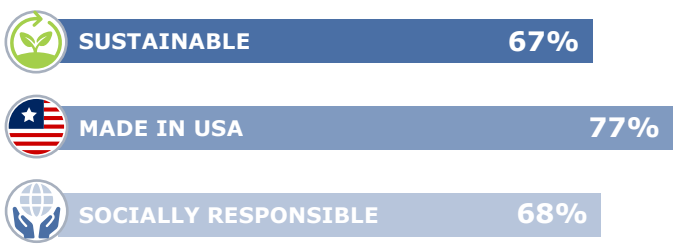
Nearly **half**
of consumers would keep a promotional USB drive for **at least five years**

71%
of consumers would have a **more favorable impression** of the advertiser after receiving a promotional USB drive

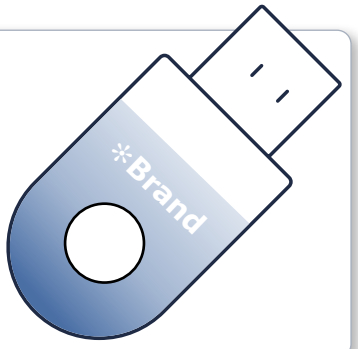
If a consumer received a promotional USB drive, why would they keep it?



Percentage of consumers who view advertisers more favorably when promo is...



71%
of consumers would be **more likely to do business** with an advertiser who gave them a promotional USB drive



©2026, Advertising Specialty Institute.

Category Spotlight

1,900

Number of **impressions promotional writing instruments** generate throughout their **lifetime**



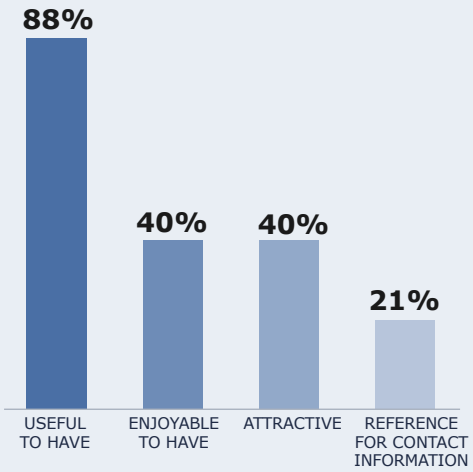
That's an average **cost-per-impression** of **1/10 of a cent**

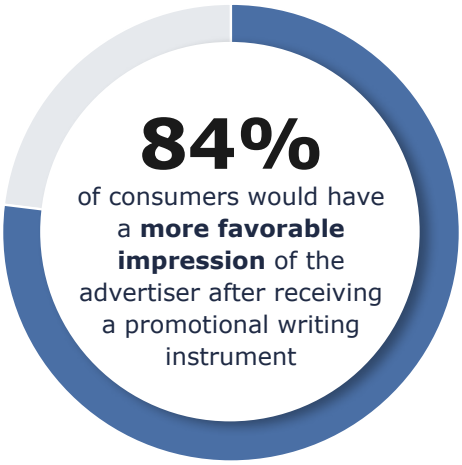


64% of consumers would use a promotional writing instrument **daily**

65% of consumers would keep a promotional writing instrument for **at least one year**

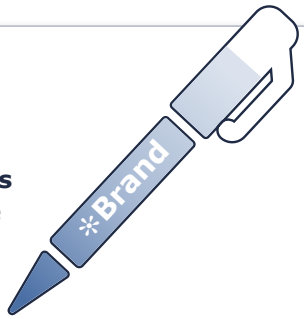
If a consumer received a promotional writing instrument, why would they keep it?



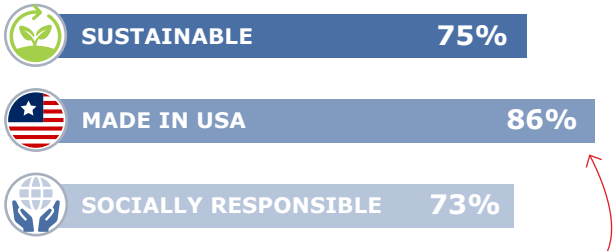


84% of consumers would have a **more favorable impression** of the advertiser after receiving a promotional writing instrument

77% of consumers would be **more likely to do business** with an advertiser who gave them a promotional writing instrument



Percentage of consumers who view advertisers more favorably when promo is...



more than any other product category

©2026, Advertising Specialty Institute.