

# New Data Reveals the Power of Promotional Products: 72 Research-Based Statistics

*Promotional products drive lasting brand visibility, with data showing higher recall & ROI than ads. Businesses now prioritize quality items people keep & use.*

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/EINPresswire.com/ -- As businesses continue to search for cost-effective ways to increase brand awareness and customer loyalty, new data highlights the lasting impact of [promotional products](#) in modern marketing strategies.

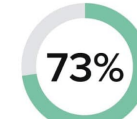
## 72 Promotional Products Statistics Every Business Needs To Know



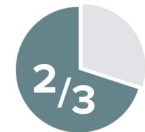
of **Gen Z** end-buyers would have a more **positive view** of an advertiser if they received **brand name promotional apparel** from them.



of **millennial** end-buyers would have a more **positive view** of an advertiser if they received **brand name promotional apparel** from them, more than other ages.



of **Gen X** end-buyers would have a more **positive view** of an advertiser if they received **brand name promotional apparel** from them.



Two-thirds of **baby boomer** end-buyers would have a more **positive view** of an advertiser if they received **brand name promotional apparel** from them, less than other ages.



72 Statistics About Promotional Products Every Business Needs to Know

Perfect Imprints, a leading provider of custom promotional products, has released a comprehensive breakdown of [72 key promotional product statistics](#) that demonstrate why branded merchandise remains one of the most effective forms of advertising in 2026. These are research-based statistics, not made up figures.



Most promotional products don't fail because they don't work—they fail because they're forgettable. The brands winning in 2026 are choosing products people actually use, not just receive."

*Patrick Black - CEO of Perfect Imprints*

### Promotional Products Still Deliver Strong Results

According to the report, promotional products consistently outperform many traditional advertising methods in both reach and retention. A majority of consumers report keeping promotional items for extended periods, often months or even years, resulting in repeated brand exposure over time.

Additionally, a large percentage of recipients say they are more likely to do business with a brand after receiving a promotional product, reinforcing the role of branded merchandise in building trust and long-term relationships.

“Promotional products create a physical connection between a brand and its audience,” said Patrick Black, CEO at Perfect Imprints. “Unlike digital ads that disappear in seconds, these items stay in people’s lives and continue to deliver impressions.”

### High Recall and Everyday Visibility

The data also shows that promotional products generate strong brand recall. Many consumers can remember the advertiser on a product they received, even long after the initial interaction.

This level of recall is driven by everyday use. Items such as drinkware, tote bags, and office accessories are frequently integrated into daily routines, turning them into ongoing marketing tools rather than one-time impressions.

### Cost-Effective Advertising

Another key finding is the cost efficiency of promotional products. When measured by cost per impression, branded merchandise remains one of the most affordable forms of advertising available.

Because products are often used repeatedly, a single item can generate hundreds or even thousands of impressions over its lifetime.

“Businesses are starting to realize that it’s not just about reach, it’s about staying power,” added Black. “Promotional products offer both.”



## The Shift Toward Quality and Usability

The report also highlights a growing trend: businesses are prioritizing quality, functionality, and design over low-cost, disposable items.

Consumers are more likely to keep and use products that:

- Serve a practical purpose
- Are made with durable or sustainable materials
- Feature modern, subtle branding
- Align with their lifestyle

This shift is changing how organizations approach promotional marketing, focusing on long-term engagement rather than short-term distribution.

## A Strategic Marketing Tool in 2026

As marketing continues to evolve, promotional products are being used more strategically across industries, from trade shows and corporate gifting to employee engagement and customer retention.

The data reinforces that when chosen thoughtfully, promotional products can drive measurable results and strengthen brand presence in a competitive marketplace.

Access the Full Report

The full list of research-based statistics and insights is available on the [Perfect Imprints blog](#), providing businesses with actionable data to guide their promotional product strategies.

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