

Promotional Products Sales Report 2020



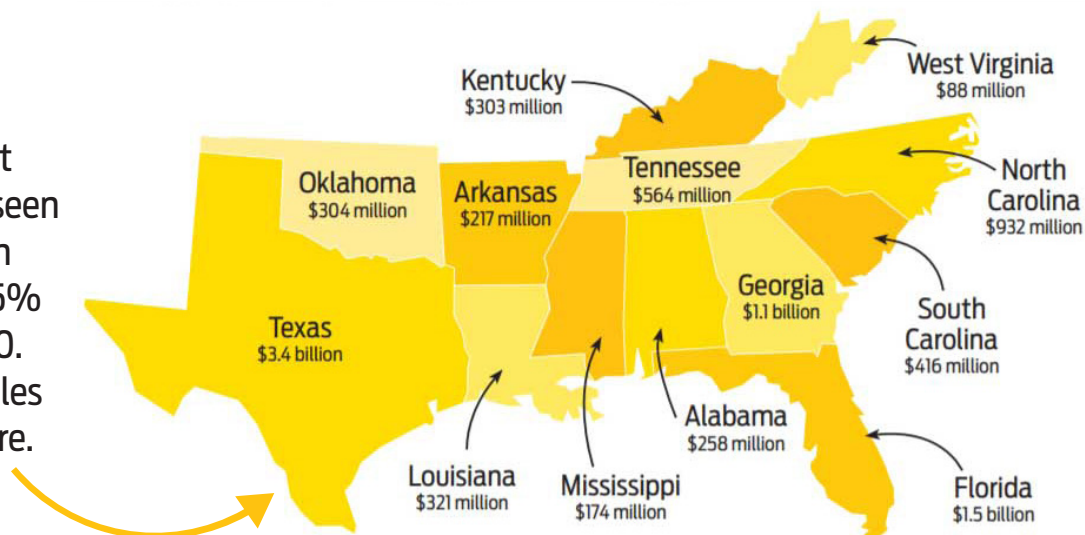
Region Focus:

The South

As businesses in the South learn to adapt to a new normal, promotional products continue to be needed. We've compiled this report to deliver the most popular promo products broken down by event, market and more.

The South

Let's first take a look at the stats. The South has seen a total of \$9.5 billion in promo sales. That's a 5.5% growth from 2019-2020. Check out the highest sales breakdown per state here.



What's driving these high sales? Consider these trends and product ideas for each.

Hot Event

Virtual Runs

Consider pitching virtual race bags filled with T-shirts, towels, water bottles, sunglasses and earbuds.

Hot Idea

High-end Products

Think nice backpacks, higher end can holders, laptop bags and performance tees.

Hot Product

Socks

These versatile products can be creative and inclusive for everyone. Consider them for a nurse appreciation initiative.

Hot Topic

Work From Home

Products that focus on privacy, like camera covers, as well as USB cables, RFID blockers, power banks and wireless chargers.

Hot Industry

Healthcare

Everything from hand sanitizer and lip balms to dry-fit shirts remain in demand.

Bonus Tip

Education Market Spends Less

It's important to note education isn't spending money like it used to in the South. Consider expanding your client base to banks or construction.

As businesses learn to adapt, they'll be relying on promo to help them market to consumers.

As an ASI® distributor, we'll help you get set up as a promotional products distributor business and teach you exactly how to sell promo to businesses in your area. The average order is over \$1,000 with an average profit margin of 37%.

Whether you're looking to expand your current business or want some extra income on the side, we'll help you build a plan that's right for you. **For more information, call (877) 398-8544.**



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