SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Promotional products suppliers

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Promotional-product orders begin with an intended use. Employee packs, exhibition giveaways and customer gifts call for different product choices.

€150B
Direct exhibition spending
Global / 2024 [S01]

318M
Exhibition attendances
Global / 2024 / not unique people [S01]

4.3M
Jobs supported
Global / 2024 / total impact [S01]

01 What you can offer

Recommend products suited to the recipient and occasion, with a clear sample and delivery process.

02 Where to start

Choose a product range you can supply reliably.

03 What to ask

Ask who will receive the product and when.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Exhibitions support a range of supplier work around participating brands. Choose the work you pursue by event type, date and your delivery capabilities.

Direct exhibition spending

Global / 2024 [S01]

€150B

Exhibition attendances

Global / 2024 / not unique people [S01]

318M

Jobs supported

Global / 2024 / total impact [S01]

4.3M

What these figures cover

Direct spending, GDP contribution and total impact are different measures and must not be added. Attendance may include repeat visits and is not a unique-person count.

Consider international customers

Foreign merchandise distributors and corporate buyers can be served where samples, safety requirements and delivery terms fit.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Exhibition economic impact

2024, EUR billion / different measures

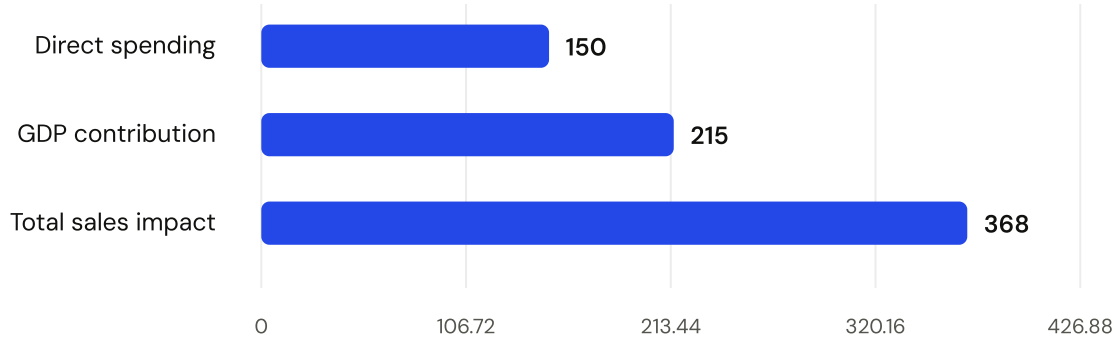


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a product range you can supply reliably. Research corporate teams or agencies that could use those items.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Foreign merchandise distributors and corporate buyers can be served where samples, safety requirements and delivery terms fit.

Direct spending, GDP contribution and total impact are different measures and must not be added. Attendance may include repeat visits and is not a unique-person count.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Corporate employers

What to discuss

Discuss employee welcome packs or items for internal events with corporate employers.

Who to speak with

Marketing, HR or procurement lead

PROFILE
02
Potential buyer

Event agencies

What to discuss

Offer event agencies products and sets suited to their clients' occasions.

Who to speak with

Marketing, HR or procurement lead

PROFILE
03
Potential buyer

Exhibiting brands

What to discuss

Ask exhibitors about the purpose, quantity and required delivery date of their giveaways.

Who to speak with

Marketing, HR or procurement lead

PROFILE
04
Potential buyer

Distributor networks

What to discuss

Discuss resale ranges, sample arrangements and ordering terms with distributors.

Who to speak with

Marketing, HR or procurement lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose a product range you can supply reliably. Research corporate teams or agencies that could use those items.

Next step

Research a small group of relevant firms.

02

Define the work together

Ask who will receive the product and when. Clarify quantities, branding, sample approval and delivery locations.

Next step

Write down the agreed requirements.

03

Look across borders

Foreign merchandise distributors and corporate buyers can be served where samples, safety requirements and delivery terms fit.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 Moving towards reusable stands together, p. 5

UFI / Better Stands · 6 June 2025

member.ufi.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/promotional-products-suppliers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION