

FAST FACTS: THE POWER OF BRANDED MERCHANDISE



AUSTRALASIAN PROMOTIONAL PRODUCTS ASSOCIATION · MEMBER RESEARCH 2025/26

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APPA recently commissioned two independent studies across Australia and New Zealand — surveying **399 promotional product recipients** and **228 end-user buyers**, 627 respondents in total. The results tell a clear story: tangible marketing is a powerhouse of story telling for your brand. Branded merchandise builds genuine brand loyalty and works hand in hand with digital channels but only when it is intentional, useful, high quality and responsibly sourced.

What recipients told us

RECIPIENT STUDY · n=399

399 Australians and New Zealanders who had received a promotional product shared how branded merchandise shapes the way they see, talk about, and buy from brands.

77% PURCHASE INTENT

More than 3 in 4 people have purchased a product or service from a brand after receiving a promotional item.

81% BRAND RECALL

8 out of 10 recipients can name the brand on a promotional product, outperforming average digital and print advertising recall.

84% BRAND ADVOCACY

Over 4 in 5 people have told someone else about a brand after receiving a promotional product, unprompted word of mouth, at scale.

66% THE DIGITAL BRIDGE

Recipients visit a brand's website or connect on social media after receiving a physical branded item.

What buyers told us

END-USER STUDY · n=228

228 buyers and decision-makers — mostly from micro and small businesses — who purchase promotional products for their business revealed what drives their decisions, from supplier selection to budgets.

79.9% PRICE MATTERS MOST

Price is the top factor when selecting a supplier, with quality virtually equal at **79.5%**. Buyers expect value without compromising consistency.

74.2% BRAND BUILDING FIRST

Organisations use promotional products primarily for brand building. Visibility and recognition are the core goals.

60.7% SERVICE IS A BIG DEAL

End-users rank customer service third overall in choosing a supplier. Responsiveness and reliability strongly influence loyalty and repeat business.

52.2% PREMIUM FOR SUSTAINABILITY

Buyers are willing to pay up to 10% more for sustainably sourced branded products. Price is a hurdle, not a barrier.

The big picture

WHAT IT MEANS

Branded merchandise and digital marketing aren't competing forces, they're complementary. A physical branded item drives people online, sparks conversations and keeps a brand in hand long after a digital ad has disappeared.

Your merch is a brand signal. Branded merchandise communicates your brand values. Thoughtful, useful, well-made and responsibly sourced items build brands and demonstrates your values. Choosing single-use, disposable items undermine them.

Want the full picture? APPA members can access both complete studies, the shareable client deck, webinar recordings and the full member toolkit. Visit www.appa.com.au or contact info@appa.com.au