

Top Markets & Trending Products

DOWNLOAD THE SLIDES AT
GO.ASICENTRAL.COM/MARKETS

TOP MARKETS AND PRODUCT NEEDS

- Retail
 - Buyers: Retail stores, supermarkets, clothing stores, convenience stores and more
 - Products: Bags, promotional printing and signage
- Construction
 - Buyers: Home builders, general contractors, corporate builders
 - Products: Apparel, sales incentives, safety programs, customer appreciation
- Manufacturing
 - Buyers: Toy, auto, food, electronics and wholesaler groups
 - Products: Notebooks, pencils, brochures, lunch coolers, high-visibility clothing
- Education
 - Buyers: Colleges, private schools, universities, elementary schools, public high schools
 - Products: Apparel, office supplies, bags, awards, sports items
- Healthcare
 - Buyers: Dentists, hospitals, pharmacies, nursing homes, physical therapists
 - Products: Totebags, floss, pill cutters, stress relievers, hot and cold packs

TRENDING PRODUCTS

- Sustainable Apparel
 - Reusable lunch bags, upcycled cotton tees, upcycled notebooks
- Leisure and Relaxation
 - Custom cornhole games, custom camp shirts, gadgets, ice chests and self care items
- Physical Products with QR Codes
- Coastal Grandmother Apparel
 - Loose, comfortable apparel, oversized, woven hats, cardigans, earthy tones
- Wellness
 - Scented candles, weighted blankets, home spa items, bath salts, aromatherapy products

OPPORTUNITIES FOR Q3 & Q4

- Charity events/Nonprofits
 - Apparel, bandanas, stress balls, sunglasses
- Corporate Gifts & Incentives
 - Gift sets, awards, watches, electronics, paperweights, travel items
- Hospitality/End of Year Travel
 - VIP gifting for loyal travelers, branded tech, high-end luggage
- Evergreen Promo
 - Pens, notebooks, drinkware
- Finance Market

DOWNLOAD THE SLIDES AT GO.ASICENTRAL.COM/MARKETS

CRAFTING THE PERFECT PITCH

- Use stats from the Global Ad Impressions Study
- Create presentations based on product categories
 - Best Promos for Colleges
 - 7 Evergreen Promo Products
- Create presentations by product price points
 - Apparel: 3-5 pieces in low range, mid and high makes you ready for every client
- Check out the new State of the Industry report

ADDITIONAL RESOURCES

- Global Ad Impressions Study
 - go.asicentral.com/GAIStudy-2022
- State of the Industry Report
 - go.asicentral.com/SOI-2021
 - New study being released July 2022
- ASI News
 - asicentral.com/news
- The Imprint Blog
 - asicentral.com/theimprint

DOWNLOAD THE SLIDES AT [GO.ASICENTRAL.COM/MARKETS](https://go.asicentral.com/markets)