

**PSI – The International Network of the Promotional Products Industry**  
**PSI 2018 – The Leading European Trade Show of the Promotional Products Industry**  
**9 to 11 January 2018, Exhibition Centre Düsseldorf**

8 January 2019

## **Europe in Focus: First Market Data Survey on the European Promotional Products Industry**

A total of 14.9 billion euros in sales are generated annually in Europe by the business with promotional items: This is shown by the "Industry Structure Analysis 2017-19", the first empirical study on the European promotional products industry. The structural data collected on markets, suppliers and retailers systematically and representatively covers the entire value chain.

The study shows: More than one third of the total European turnover is generated by micro-enterprises with fewer than 10 employees. Together with large companies with more than 250 employees, they form the main source of sales in our industry. Together they account for more than half of the turnover. Germany generated with total 3,5 billion Euro about 23 of the European annual business and is thus one of the top 10 nations in the European promotional products industry.

### **About Industry Structure Analysis 2017-19**

The Techconsult study "Industry Structure Analysis 2017-19" was implemented in cooperation with PSI and supported by a total of 13 partners and associations. For the results, data on the number of promotional product companies, market volume and turnover for selected product groups were collected in several surveys for each country. The reference period is from 2017 to 2019. The study represents the perspective of companies from the promotional products market as well as suppliers, general wholesalers and end users.

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