

# TRENDS

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Q3 | 2025



Back In Session | Summer Celebrations | Wellness Wins  
Road Trip Ready | Fresh For Fall | Best In Brands | Consciously Cool



# Back In Session

Gear up for a smarter start.



Function-forward favorites like earbuds, chargers, and tumblers are setting the tone for a school year that's powered up and on-the-go.

- 84% of Gen Z students say tech accessories enhance their school performance. Pair high functionality with brand visibility, for a promo win-win!
- Trend Insight: Multitasking products that combine form and function are in high demand.





**TIP:**  
Make your brand part of their daily grind – from classroom to café.

BG359



EL208



SL194PR



# Summer Celebrations

Celebrate the spirit of summer with branded gear perfect for patriotic holidays, company picnics, and everything in between.

- 3 in 4 consumers keep practical branded items for over a year.
- Trend Insight: Outdoor and home gifts offer high usage visibility—perfect for summer send-offs and early fall promotions.

**TIP:**

*Thank your team or clients with items built to last.*







FL221



HW57



KS76



# Wellness Wins

Refresh routines and promote self-care.

*August*

*National Wellness Month*



BP01



BG378





EBY09

Wellness is more than a trend—it's a lifestyle.

- Wellness promo items see an 85% retention rate due to daily usability.
- Trend Insight: Health-conscious recipients appreciate products that support movement, recovery, and hydration—especially during heat waves and workouts.



FT42SL



SL184TR

**TIP:**

Align your brand with mindfulness, movement, and motivation.



# Road Trip Ready

With fall travel plans heating up, portability and function are key.

- 62% of people travel with at least one promo item—make sure it's yours.
- Trend Insight: Multifunctional travel gear enhances brand recall, especially when used during memorable moments.







EL229



**TIP:**  
Put your logo in the fast lane – anywhere they go.

EL215



# Fresh For Fall

Cozy up to cooler weather in style.

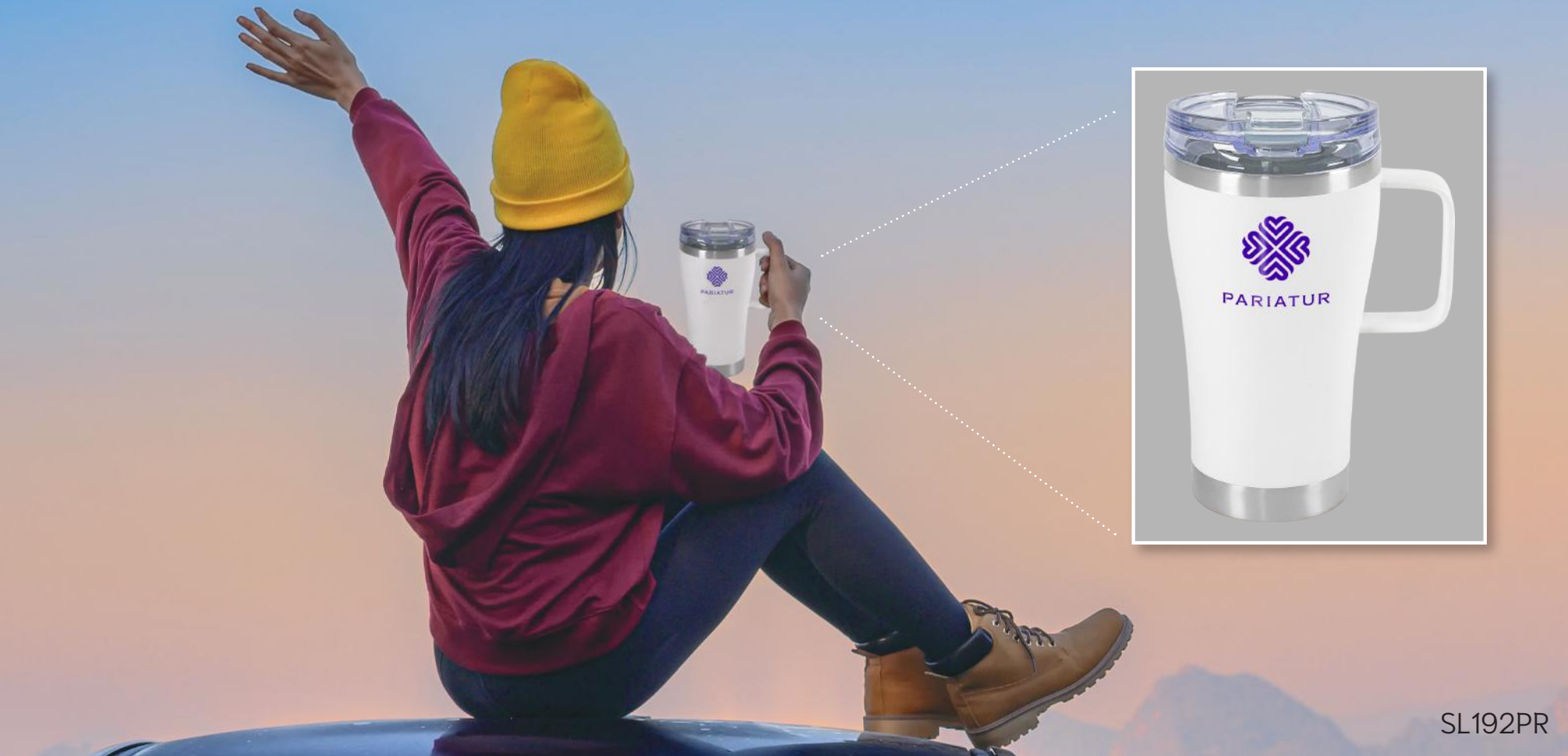


Autumn is ideal for promoting comfort, indulgence, and home vibes.

- 90% of consumers say seasonal promos increase their positive perception of a brand.
- Trend Insight: Tactile, comfort-driven items are rising to the top – especially when curated into thoughtful gift sets.







SL192PR



WLB5060SL



CB157

**TIP:**  
Wrap your brand in warmth, flavor, and familiarity.

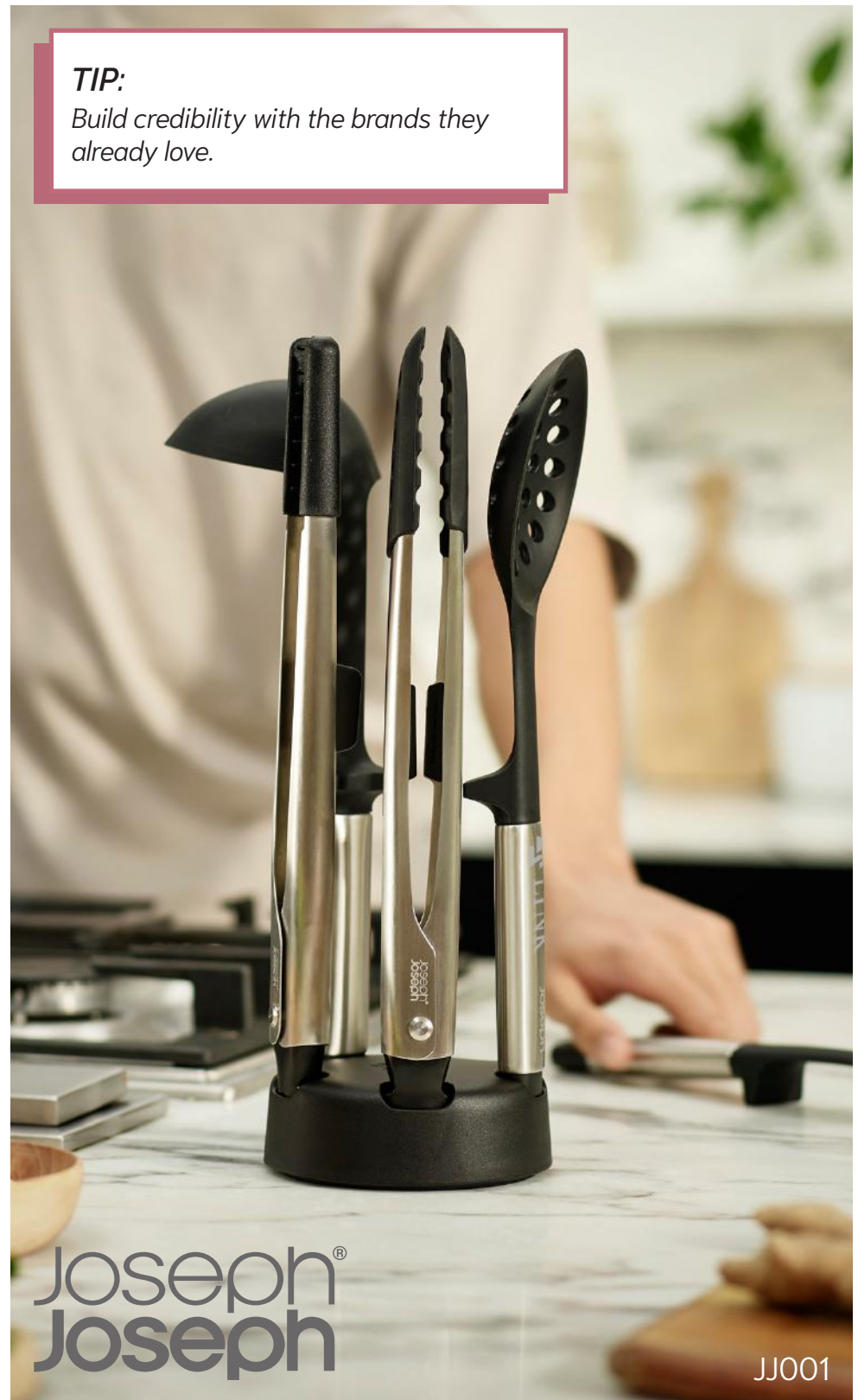


# Best In Brands

Leverage big names to boost your brand image.







Trusted retail brands add immediate value to your promo products.

- Branded merchandise is perceived as 2x more valuable.
- Trend Insight: Partnering with popular names aligns your brand with quality, trust, and lifestyle relevance.



# Consciously Cool

Eco-conscious gifting is more than a moment—it's a movement.

- 70% of consumers are more likely to support brands with visible sustainability efforts.
- Trend Insight: Sustainable promo products can increase brand affinity, especially among Millennials and Gen Z.



CB187

**TIP:**  
*Sustain visibility while shrinking your footprint.*





EL216



SYM03



EL212



SL185PR



