

# TRENDS

Q2 | 2025

Tee Time  
Outdoor Adventure  
Tech Trends  
Wellness  
Travel  
Corporate Gifting  
Decoration





# TEE TIME

The golf industry continues to experience growth and is seeing an increased demand for innovative and practical branded gear. Promotional products in the golf sector, particularly for corporate gifting and events, are gaining popularity due to their utility and branding opportunities.





MW40SL

Golf towels are a must-have accessory, with personalized towels offering both functionality and visibility for your brand on the green.



SL182PR

Drinkware such as custom water bottles and tumblers are highly sought after, offering golfers a durable and eco-friendly way to stay hydrated.



CB161

Coolers are increasingly popular as golf outings become social events, providing practical and stylish solutions for keeping drinks cold on the course.



EL209

Magnetic speakers are trending as a convenient and portable way to enhance the golfing experience, providing high-quality sound while remaining easy to carry and attach.



# OUTDOOR ADVENTURE

Outdoor adventure activities have seen a surge in popularity, with 54% of Americans participating in outdoor recreation annually, showing an increased demand for versatile and durable equipment. Promotional products in this space, such as camp lights, blankets, and coolers, are gaining traction as they enhance the adventure experience while offering strong branding opportunities.



FL221







BT15SL



CB179



TRU18SL



# TECH TRENDS

The tech accessories market is thriving, fueled by the increasing demand for high-quality, portable devices. Wireless earbuds and portable speakers lead the charge in this growth, with consumers valuing convenience and mobility. Tech products such as chargers and karaoke machines are also gaining popularity, offering practical functionality and entertainment.







EL223



EL217



EL224



EL216



EL229



EL157



# WELLNESS



EBY09



EBY20

Transform your space into a sanctuary with this whisper-quiet humidifier, perfect for creating a calming and rejuvenating atmosphere.



EL234

Fans, especially portable and personal cooling devices, are ideal for keeping cool during workouts or outdoor activities, making them a versatile promotional item.



The wellness industry is expanding, driven by an increased focus on health and self-care. Products like fitness gear, massagers, and personal care gadgets are top contenders in the wellness space, providing practical solutions for a healthier lifestyle.



Blenders are a wellness staple for those focusing on nutrition, offering a functional product that can be customized to match healthy living brands.



Coffee grinders are a popular addition for wellness-focused individuals, providing the perfect start to the day with fresh, customized coffee for better energy and focus.



# TRAVEL



TRV02

The travel accessories market is booming, driven by the rise in both business and leisure travel. Items that offer convenience, safety, and efficiency, like universal plugs and travel trackers, are among the most popular choices for travelers. Practical gear such as tire inflators, emergency kits, and portable flashlights are also in high demand as travelers prioritize preparedness and ease of use.



EL219

Tire inflators are gaining popularity for road trips, allowing travelers to quickly address tire issues and avoid unexpected delays during their journey.





FL216

Flashlights, especially compact and rechargeable models, are highly valued for their practicality, ensuring safety and preparedness during nighttime adventures or power outages.



TS60

Emergency car kits are critical for road safety, providing travelers with the necessary tools and supplies to manage unforeseen situations on the road.



EL215

Travel trackers are a must-have for those looking to safeguard their belongings, offering peace of mind and adding a layer of security to their trips.



BG378

Duffel bags are favored for their versatility, serving as an efficient carry-all for short trips and offering ample space for personalized branding.





# CORPORATE GIFTING





STN29

Corporate gifting continues to be a strong strategy for businesses looking to build relationships and show appreciation. Kits offering a curated collection of high-quality branded items are particularly popular, as they allow companies to create memorable and impactful gifting experiences. Our kits are tailored to fit any occasion or theme, making them ideal for employee recognition, client appreciation, and event giveaways.



UPK71

Gift kits featuring a mix of tech gadgets, like portable chargers and wireless earbuds, are perfect for impressing tech-savvy recipients and promoting brand innovation.



UPK60

The perfect solution for outdoor enthusiasts, combining convenience and comfort in one package. With its insulated cooler to keep drinks chilled and a cozy blanket for warmth, this kit is gaining traction as a must-have for picnics, beach trips, and camping adventures.



# DECORATION

Unique decoration techniques for promotional items are becoming increasingly popular as companies look for ways to create distinctive and memorable products that stand out. Personalization, in particular, is a top trend, with consumers and businesses alike appreciating custom touches that make products feel special.







## TruColor Handled Mugs

Full-color printing with TruColor technology ensures vibrant, high-resolution images that bring promotional products to life with unmatched clarity and color accuracy.



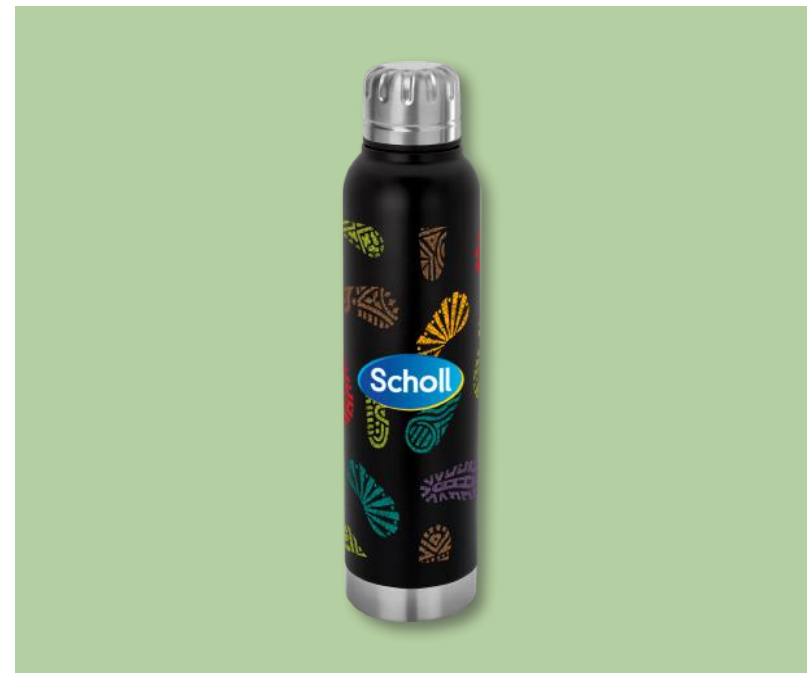
## Personalization

Personalization is a game-changer, creating a deeper connection with recipients and ensuring maximum impact.



## Half Wrap

Half-wrap drinkware provides a sleek and modern option, allowing for a subtle yet effective display of logos or artwork while maintaining a clean aesthetic.



## Full Wrap

Full-wrap drinkware offers 360-degree branding space, making it ideal for showcasing bold designs or logos in a way that captures attention from all angles.





GREEN  
TECH