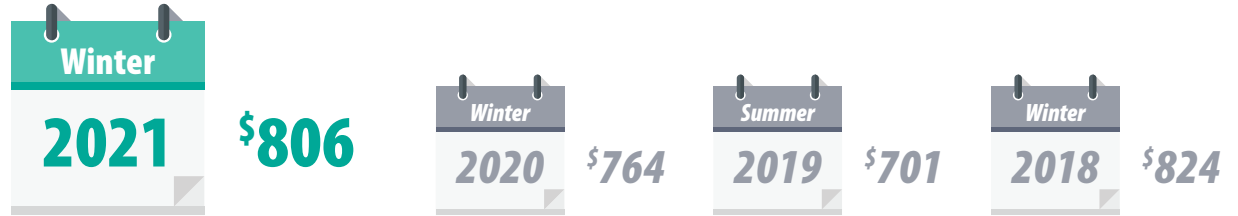
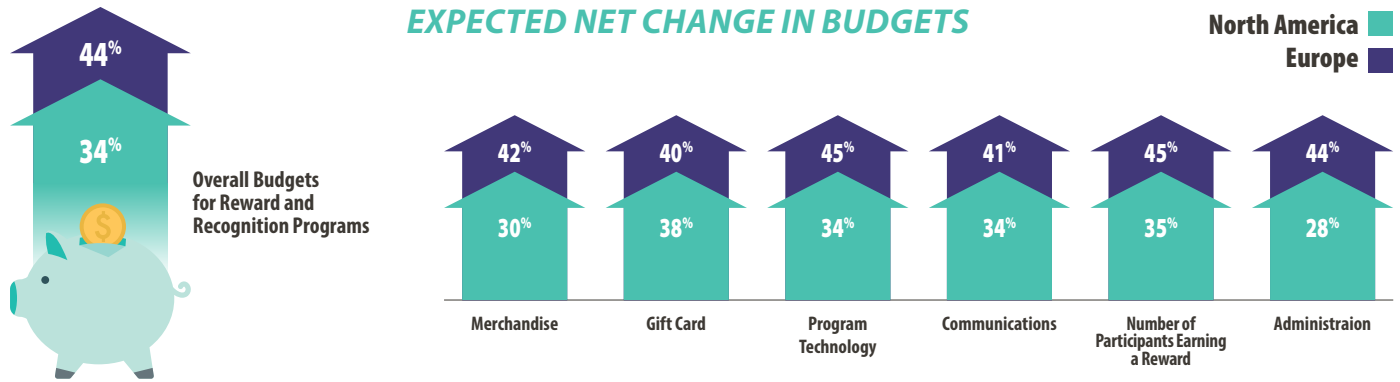


## Industry Outlook for 2022: Merchandise, Gift Cards and Event Gifting

AVERAGE PER PERSON SPEND



### EXPECTED NET CHANGE IN BUDGETS



### PROGRAM CANCELLATIONS UP IN 2021



#### Merchandise

North Americans place a higher emphasis on logoed brand merchandise, while Europeans are more likely to give office accessories as a gift.



#### Gift Cards

Europeans are more likely to give gift cards for accessories, jewelry, beauty products, travel, and grocery. North Americans give more 'big box' retailer cards and coffee cards.



#### Event Gifting

Online retailers have surpassed corporate sales as the primary purchase source of event gifts.