



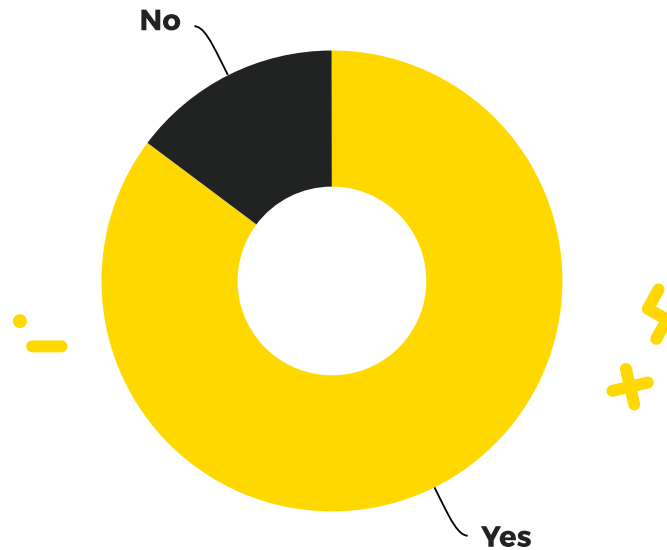
# The Big Branded Merchandise Survey 2019



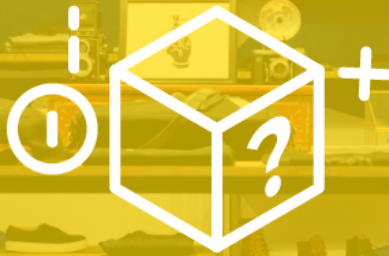
## Branded Merchandise Statistics for 2019

**85%** of people say they've bought an item of custom merchandise at some point.

(And, of those who haven't, **43%** told us they'd consider buying merchandise if their favourite brands, influencers or organisations started to offer it...)



**METHODOLOGY:** These statistics were generated from a sample of 317 randomly selected respondents, surveyed in November 2018. Respondents were asked a series of questions solely relating to branded merchandise and their experience as customers.

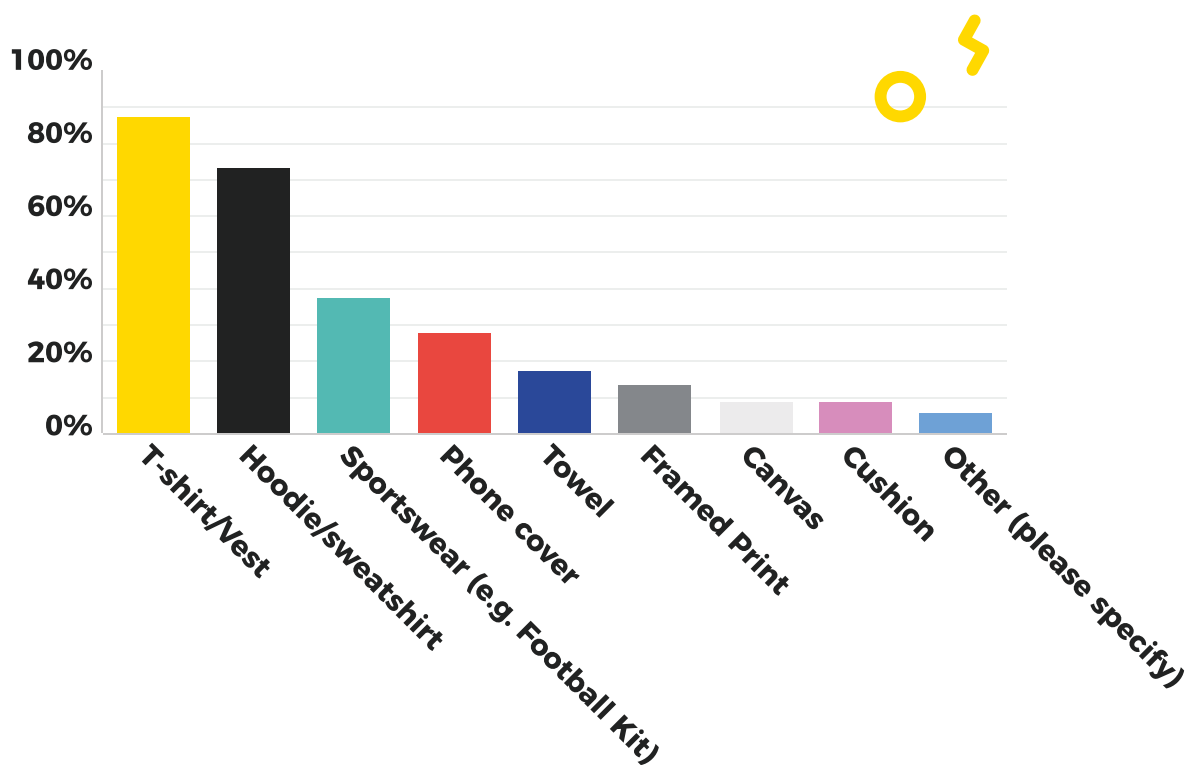


## What do they buy?

The most commonly bought item of custom merchandise remains the t-shirt, with **87%** of custom merchandise customers saying they've bought or worn one.

**73%** have bought or worn a hoodie or sweatshirt.

Over a quarter have bought a phone cover, around **1 in 5** say they've bought a custom towel, while around **1 in 10** have bought a framed print or canvas.





## Why do people buy merch?

Vanity is the most common response! **73%** of custom merch customers said they bought an item of merchandise simply because it looked cool.

A further **57%** said they bought merchandise to publicly showcase or demonstrate a particular interest.

**36%** said they wanted to financially support a particular brand or artist.

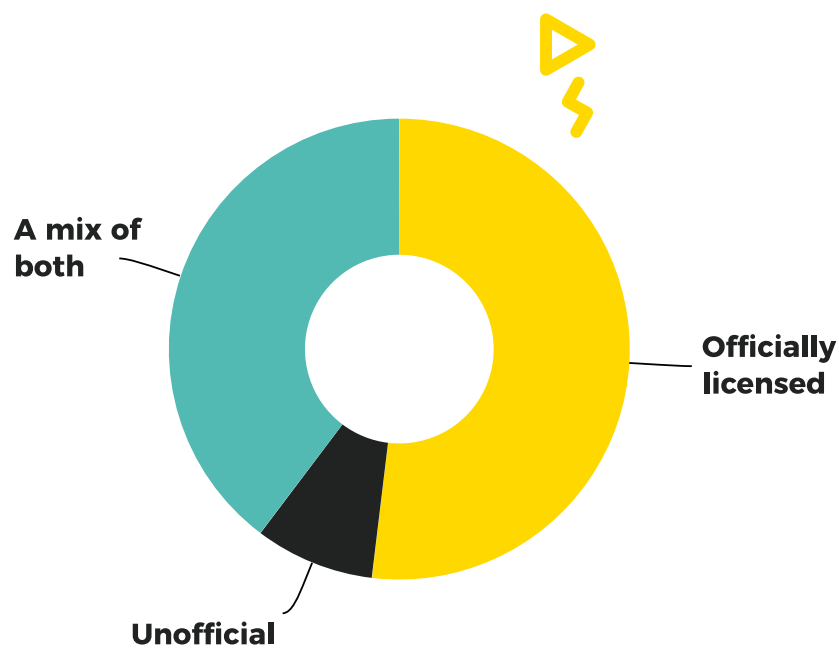
And **29%** said they felt like it made them part of a movement or family.



## Where do they buy it?

**52%** of people say they've only ever bought 'officially licensed' custom merchandise direct from the brand or influencer.

...but that means that **48%** have bought unofficial merchandise at some point. A missed opportunity for brands and influencers!





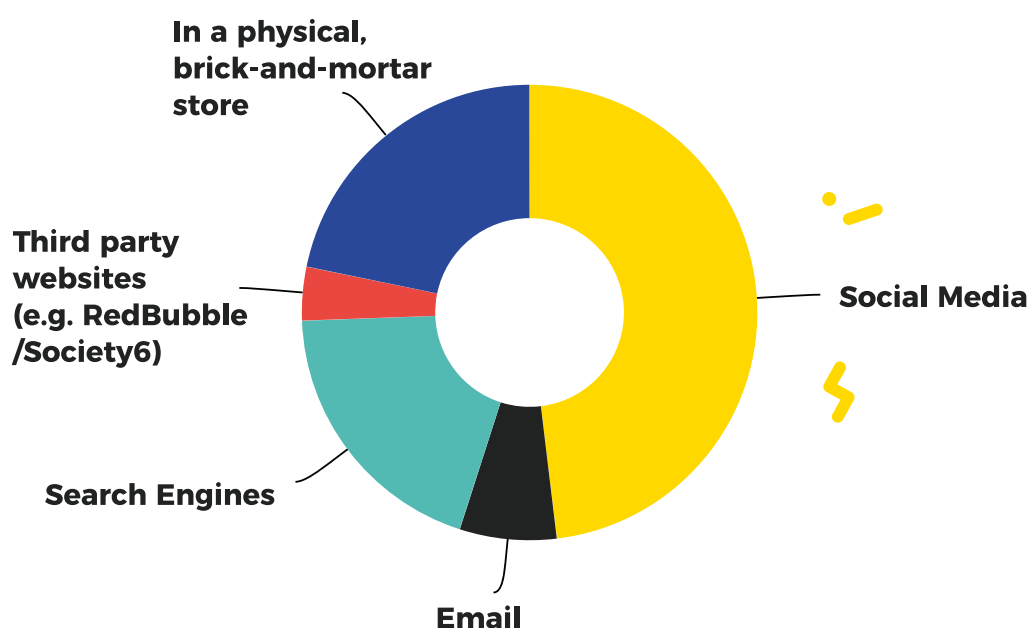
## How do they find it?

Social reigns supreme, with around **48%** saying they most commonly discover merchandise through a social media channel.

**22%** say they generally find their products in-store

**19%** cite search engines as their discovery channel of choice.

**7%** most commonly find out about new merchandise products by email, while **4%** rely on third-party websites like RedBubble and Society6.







## How does it make them feel?

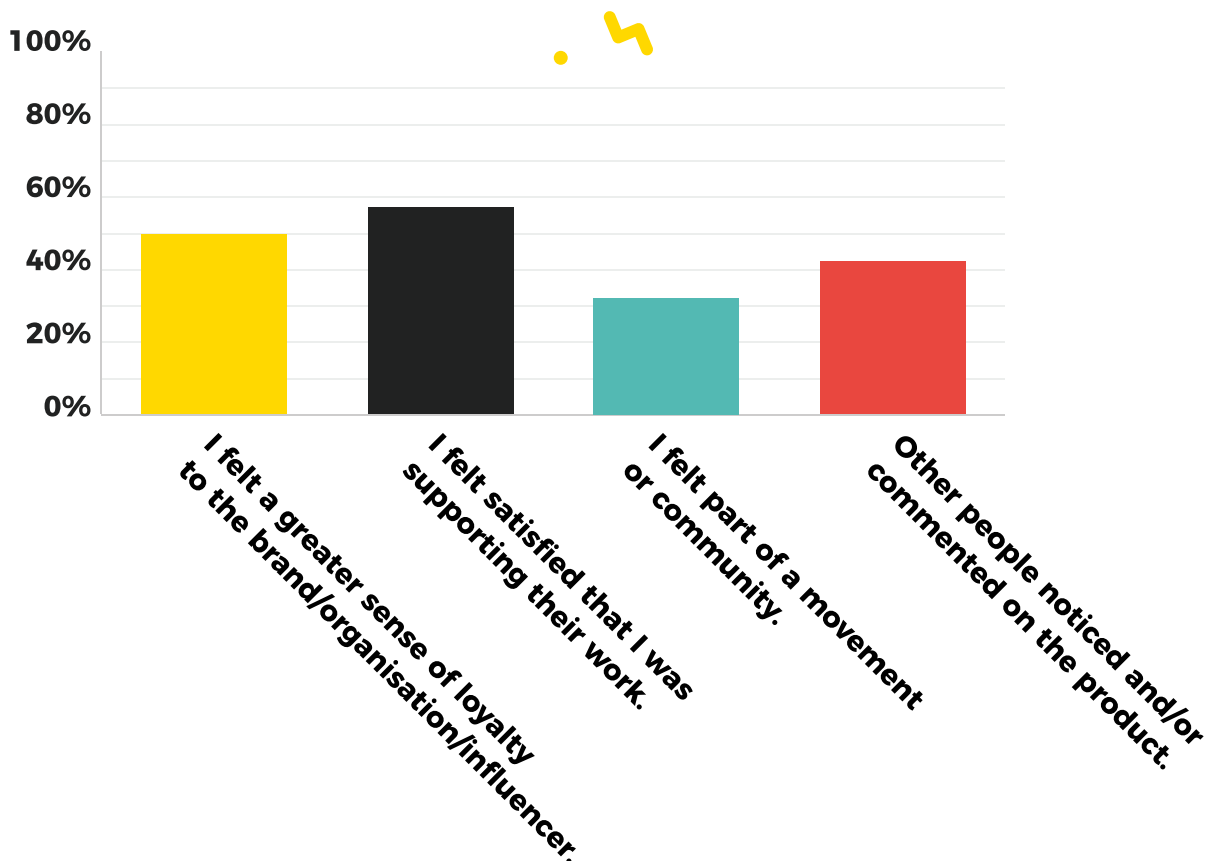
**58%** said it gave them a sense of satisfaction to know they were supporting their favourite brand or influencer.

Around **50%** say that wearing merchandise makes us feel closer to the individual or brand we're supporting.

**32%** say it helps us feel part of a movement or community.

And **42%** said that people noticed and/or commented on the merchandise.

Around **9 in 10** of us say that we consciously think about the person or people we're supporting when we wear or use our merch - in other words, every time we wear or use that item of merchandise, it's an extra 'touch point' in our relationship with the brand or influencer we're supporting. Sweet!



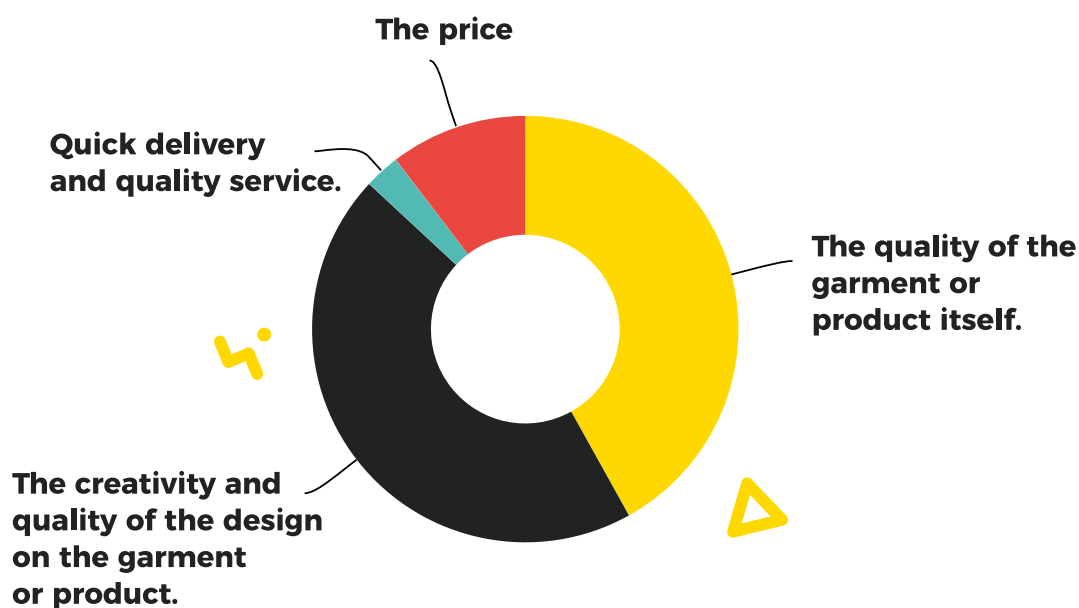


## What's important about merch?

While **42%** of customers say that the quality of the garment is the most important thing, they're outnumbered by the **45%** who believe it's the creativity and design that matters most.

A further **10%** consider price to be the most important factor, while **3%** value great service and quick delivery highest.

Choosing the right print supplier and putting in time and effort to have great designs makes good sense then!

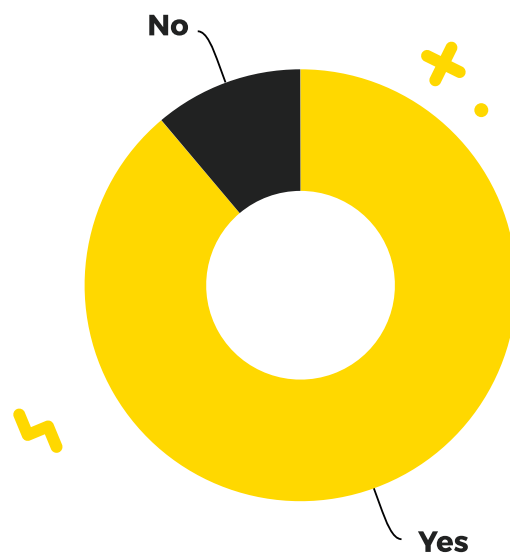






## The Bottom Line: People want more!

A whopping **89%** of consumers say they'd like to see MORE merchandise from their favourite brands and influencers.

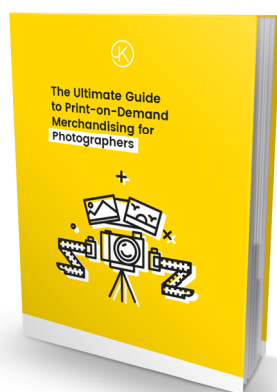


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## So what are you waiting for?

Check out one of our ebooks below to find out more about getting your merchandise operation up and running!

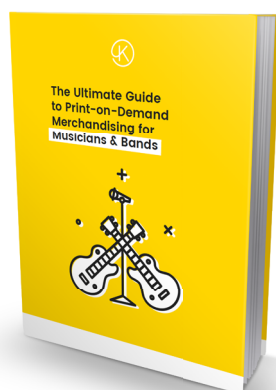
### Photographers



### Social Media Influencers



### Musicians & Bands



### Illustrators & Artists





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