

we made this.

2020 recap in swag



2020 was a unique year.

To say the least.

A global pandemic changed the way we live, work and do business. The events industry was upended, and employees around the world adjusted to life working from home when offices closed. Stay-at-home orders and social distancing became a part of daily life.

Our business, like many others, faced challenging times. We worked hard to find new ways to be useful in helping our clients create and maintain meaningful relationships.

Through it all, we realized that physical connection will always be important to a business. It's crucial to do the things that bring people together. People are the heart of everything.

We believe that this year more than any other, swag was able to help our customers create physical touchpoints that made a difference in the life of their business.

Here's what else we learned from swag in 2020...

Addressing the pandemic was priority #1 for many of our customers.

We were able to provide masks and hand sanitizer to organizations around the world.



238% increase
in hand sanitizer
products sold



82,000+ custom
facemasks created



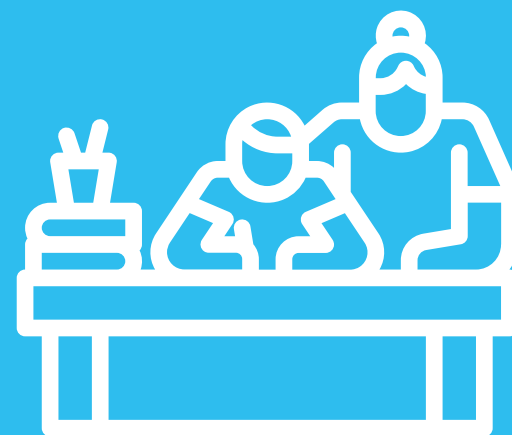
Donated over 5,000
facemasks to homeless
shelters and hospitals

Working from home became the norm for employees and their families.

As offices cleared out, remote employees adjusted to working from their living spaces.



206% increase
in orders placed
for "home office"
swag



Swag for "home
schooling" was 144%
more popular



"Fun at home" gifts grew
more than any category

The events industry was upended, and people pivoted to all virtual affairs.

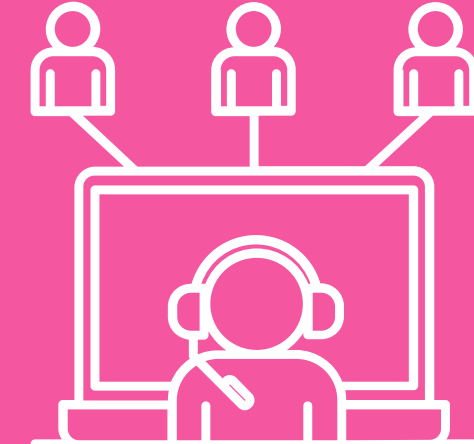
Happy hours went online. So did conferences, sales kickoffs and everything else.



Sales of swag for tradeshow decreased 90%



Swag for giveaways was 50% less popular in 2020



Swag for virtual events became one of our most popular categories

Most read blog post: [Tips for Throwing a Virtual Halloween Party](#)

Wellness was front and center.

Self care was in. Amidst the craziness, people wanted ways to relax, recenter and rejuvenate.

Hottest sellers:



Custom Blue Light
Glasses



EOS Lip Balm



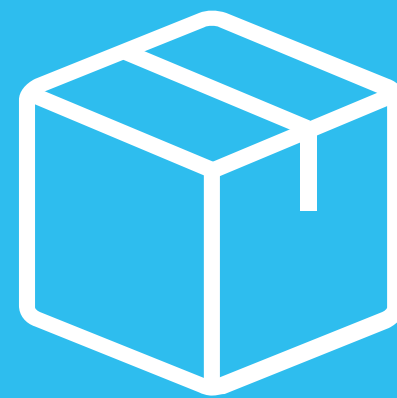
Wellness products saw an
861% increase in order volume

Companies found new ways to engage their teams and customers.

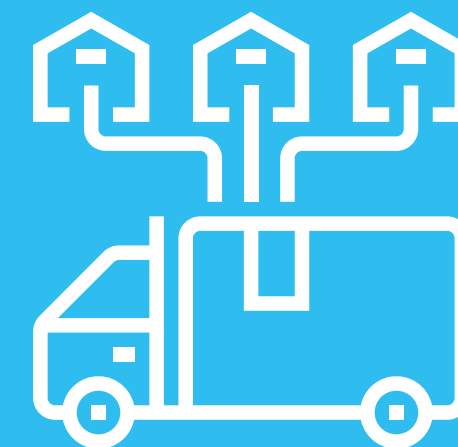
Social distancing didn't stop people from connecting. We saw a rise in creative strategies for bridging the gap between people.



We delivered over 180,000 personalized note cards around the world



30,000+ fully customized boxes were built and sent using our Swag-in-a-box feature



More than 90,000 orders relied on our Swag distribution platform to store and ship their items remotely

2020 was the year of getting cozy.

When you can work in bed while wearing pajamas, it's not a surprise that some of our most popular items were all about comfort.



Mugs were
285% more
popular



Sweatshirts were the #1
most popular apparel



Blanket sales
increased by
817%



Most popular food
item: Hot Cocoa
on a Spoon

People relied on these top brands for their swag.

We created more swag with these partners than any others in 2020.

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We're all in this together.

2020 taught us to treasure connections between people. We are so grateful for our customers and the network of people who made this year better in ways small and big.



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Thanks.

If you want to know how we can help you with your swag needs in 2021, don't hesitate to reach out!

 718-532-8746

 customer@swag.com

 345 7th Ave, unit 501 NY, NY 10001

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