



# Who buys custom printed apparel?



Custom printed apparel is useful to a large variety of consumers. It's no wonder the market is growing so fast. Knowing who buys custom printed apparel can help you select your target audience in a more informed manner, so you can generate more sales.

The types of consumers for custom apparel can be broken down into roughly three categories:

- ▶ Businesses
- ▶ Organizations
- ▶ Individuals

Let's take a closer look at each of these categories with more specific examples of the consumers within each category.





# 1. Businesses

Businesses need custom printed apparel mainly for brand promotion, identification, and team building.

- ▶ Branded shirts to indicate who is an employee, so that customers can identify them more easily
  - Retail stores
  - Grocery stores
  - Restaurants
  - Amusement parks
  
- ▶ Shirts printed with a product, offer, or service that they are trying to promote
  - Retail stores
  - Restaurants
  - Landscapers
  - Home renovators





- ▶ Shirts printed with a slogan to show what the company stands for
  - Consulting services
  - Fitness programs
  - Summer camps
  - Health clinics
  
- ▶ Apparel featuring health and safety messages (e.g. for facilitating physical distancing)
  - Health clinics
  - Retail stores
  - Grocery stores
  - Delivery companies





- ▶ Printed shirts as giveaways for employees who attend special conferences or retreats
  - Marketing agencies
  - Media companies
  - Event planning agencies
  - Conference and business centers
  
- ▶ Branded shirts for employees to wear when attending trade shows or conventions
  - Private schools and universities
  - Specialty food and beverage manufacturers
  - Software as a service (SaaS) companies
  - Wedding vendors





- ▶ Branded apparel given to students who take instructional courses
  - Vehicle operation courses
  - Special interest classes
  - Sports camps
  - Technical skills classes





## 2. Organizations

Organizations can be nonprofit or charity groups as well as community interest groups, fan clubs, places of worship, sports teams, and political campaigns.

- ▶ Printed shirts for team uniforms
  - School sports teams
  - Community sports teams
  - Company sports teams
  - Professional athletes
  
- ▶ Apparel printed with custom designs to sell for fundraising
  - Local charities
  - Student clubs
  - Community associations
  - Boys and girls clubs





- ▶ Custom apparel as giveaways at special events
  - Community festivals
  - Charity galas
  - Church anniversaries
  - Marathons and walkathons
- ▶ Printed apparel to show group unity
  - Graduating classes
  - Fraternities and sororities
  - Veterans' organizations
  - Special interest groups
- ▶ Apparel printed with slogans or hashtags to support a cause
  - Marches, protests, and rallies
  - Awareness campaigns
  - Community involvement groups
  - Local support groups





- ▶ Printed shirts to identify volunteers
  - Charity groups
  - Community services
  - Adult chaperones for school events
  - Event facilitators
  
- ▶ Printed apparel for political campaigns
  - Campaign organizers
  - Campaign participants
  - Media event participants
  - Election day volunteers





### 3. Individuals

With the rising trend of personalization, individual consumers are looking for custom printed apparel to express themselves and stand out from the crowd.

- ▶ Custom clothing to express their unique style
  - Sports fans
  - Book lovers
  - Cooking enthusiasts
  - Pet owners
  
- ▶ Printed apparel as gifts for friends and family
  - Christmas gift givers
  - Birthday gift givers
  - Mother's Day/Father's Day shoppers
  - Anniversary gift shoppers





- ▶ Matching apparel for families
  - Parents
  - Grandparents
  - Children
  - Couples
  
- ▶ Custom clothing for special life events
  - Graduations
  - Bachelor/bachelorette parties
  - Baby showers/gender reveal parties
  - Family/school reunions



