



**Quarterly Online Store
Benchmark Report**
Q1 2025

Table of Contents

Introduction	02
Online Store Overview	03
Average Order Value	05
Average Number of Products per Online Store	10
Average Number of Products per Order	11
Top Product Categories	13
Key Takeaways	14

Introduction

In Q1 2025, macro market factors created a wave of uncertainty across the branded merchandise industry—driven by declining consumer spending, high interest rates, and the looming threat of new tariffs. Buyers are exploring new ways to save money in their personal and professional lives, including spending less on branded merchandise.

Organizations are cutting back on marketing budgets and consumers are becoming more cautious with non-essential purchases, leading to lower cart totals in retail and online stores. The impact? Companies in the branded merchandise industry are tasked with finding and winning more sales opportunities than originally planned to meet their annual sales and growth targets.

Online stores are highly effective sales channels for branded merchandise and can be a great tool to drive incremental sales. This comprehensive report provides a breakdown of how online stores performed in Q1.

How to Use This Data

- Use this as a benchmark for your own business to understand how your online stores compare to other businesses that sell branded merchandise.
- Identify your top-performing stores and determine what they have in common that can be applied to all of your stores.
- Consider new use cases for online stores. Take a look at the [Online Store Use Case eBook](#) for ideas and examples of new types of online stores you can try with current and new customers.
- Save this report so you can compare it to future quarterly benchmark reports to keep a pulse on how online stores are performing as a sales channel for branded merchandise.

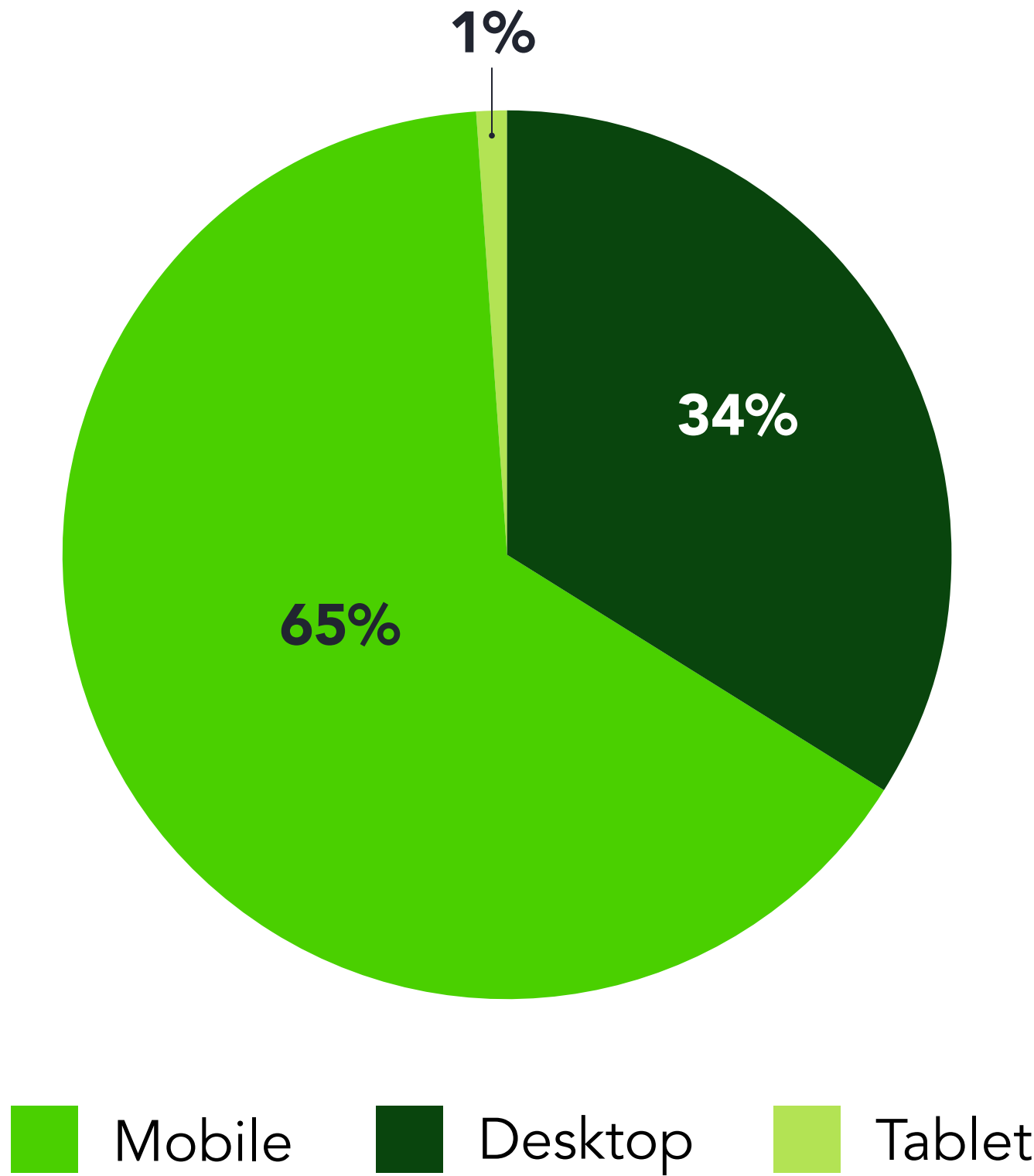
Online Store Overview

VISITORS BY DEVICE TYPE

The majority of shoppers (65%) are visiting online stores from a mobile device, with desktop accounting for 34% and tablets making up just 1%.

This indicates a strong preference for mobile browsing and emphasizes the importance of offering mobile-optimized storefronts, fast load times, and a seamless checkout experience so shoppers can easily place an order from any device, any place, at any time.

Device Type of Online Store Visitors



*Data reflects visitors on OMG Pop-up Stores

Online Store Overview

CART ABANDONMENT RATE

The average cart abandonment rate on OMG online stores was 25%, which is 45% lower than the average cart abandonment rate in retail in Q1 2025.¹

Orders placed on Pop-up Stores are typically high-intent purchases, meaning shoppers are actively seeking to place an order instead of just browsing, and typically within a shorter decision-making window (e.g., an employee purchasing a required uniform or a player/parent purchasing required team gear).

Top five reasons US consumers abandon their cart before completing checkout:²

- Extra fees are too high (e.g., shipping, taxes, etc.)
- Website required creating an account
- Didn't trust the website to provide credit card information
- Delivery was too slow
- Checkout process is too long or complicated

Sources: 1. [Statista, 2025](#) 2. [Statista, 2024](#)



25%

Cart Abandonment Rate on OMG Online Stores

*Data reflects carts on OMG Pop-up Stores



Average Order Value

BY BUSINESS TYPE & USE CASE

Team members and employees stocked up on essentials at the start of the year, with *Team Uniforms and Equipment* and *Employee Uniforms and Equipment* as the use cases with the highest average order value (AOV) across distributors, decorators, and dealers.

The use cases with the lowest average cart totals in Q1? Online stores for *Corporate Gifts* and *Holiday and Event* programs, suggesting companies and organizations have wrapped up their year-end gifting and holiday stores, which typically consist of more premium items that drive higher AOV in Q4 months.

Online Store Use Case	Overall	Distributor	Decorator	Dealer
Company Swag	\$93.70	\$91.35	\$96.00	\$100.47
Fundraiser	\$64.75	\$54.70	\$59.83	\$83.69
Team Uniforms & Equipment	\$122.24	\$92.34	\$93.12	\$135.73
Spirit Wear	\$82.21	\$65.83	\$66.61	\$100.81
Corporate Gifts	\$34.53	\$31.31	\$67.62	\$26.30
Employee Uniforms & Supplies	\$102.39	\$86.31	\$130.29	\$94.76
Employee Recognition & Incentives	\$51.99	\$46.88	\$77.64	\$64.69
Holiday & Event	\$43.79	\$44.16	\$37.55	\$63.22
Retail	\$96.50	\$89.10	\$80.49	\$109.46

Average Order Value

BY TYPE OF STORE & USE CASE

While *Corporate Gifts* may have had the lowest AOV across all OMG clients, this wasn't the case when we looked at use cases by store type. Online stores for *Corporate Gifts* programs hosted on OMG's Company Store platform had the highest AOV in Q1 at \$267.31. Because these programs are typically used as a way to extend thanks and build relationships, the products offered in the store tend to be high-end, high-ticket items such as name-brand tech devices or accessories, leading to higher cart totals.

Online Store Use Case	Overall	Pop-up & Redemption Store	Company Store
Company Swag	\$95.88	\$93.64	\$185.48
Fundraiser	\$68.74	\$64.80	\$239.58
Team Uniforms & Equipment	\$122.70	\$125.85	\$120.13
Spirit Wear	\$82.71	\$82.62	\$141.64
Corporate Gifts	\$44.62	\$35.31	\$267.31
Employee Uniforms & Supplies	\$124.68	\$111.69	\$188.14
Employee Recognition & Incentives	\$56.03	\$51.88	\$180.29
Holiday & Event	\$44.05	\$43.76	\$69.53
Retail	\$98.94	\$96.41	\$123.42

Average Order Value

BY BUSINESS TYPE & INDUSTRY

The *Travel/Club/Specialty/Recreational Sports* industry saw the highest overall average order value (AOV), especially for dealers and decorators, with cart totals averaging \$140.14. The *Real Estate* industry saw the second-highest overall AOV at \$127.27, with dealers having the highest AOV in this industry. This suggests dealers are diversifying the types of customers and industries they work with, expanding into industries like real estate, hospitality, and automotive.

Online Store Industry	Overall	Distributor	Decorator	Dealer
Automotive	\$96.13	\$94.40	\$90.41	\$116.71
Colleges & College Sports	\$70.00	\$48.72	\$72.45	\$105.84
Construction & Manufacturing	\$96.14	\$83.57	\$114.64	\$112.96
Finance/Insurance	\$64.73	\$61.60	\$74.44	\$79.35
Government	\$97.23	\$84.24	\$100.12	\$97.76
Healthcare	\$53.25	\$49.79	\$59.27	\$67.16
K-12 Schools & Sports	\$76.78	\$63.44	\$62.58	\$93.82
Non-profit/Charity	\$59.83	\$59.01	\$58.77	\$63.75
Other	\$80.59	\$78.15	\$74.68	\$80.70
Real Estate	\$127.27	\$131.74	\$101.16	\$160.49
Restaurant/Food Service	\$84.57	\$86.41	\$98.89	\$96.90
Retail	\$78.36	\$71.00	\$71.99	\$98.61
Software/Technology	\$70.32	\$62.90	\$97.86	\$104.07
Travel/Club/Specialty/Recreational Sports	\$140.14	\$120.05	\$90.31	\$157.08
Travel/Hospitality	\$86.14	\$79.17	\$67.00	\$239.50

Average Order Value

BY TYPE OF STORE & INDUSTRY

Comparing AOV across OMG online store solutions, the *Travel/Club/Specialty/Recreational Sports* industry stands out with an average cart total of \$430.47 on the Company Stores platform. This industry is made up of sports teams and leagues that require high-ticket equipment or a larger quantity of gear in order to participate, like hockey or lacrosse. The takeaway? Dealers are launching more advanced, long-term or year-round stores on the Company Stores platform to support these types of programs.

Online Store Industry	Overall	Pop-up & Redemption Store	Company Store
Automotive	\$145.13	\$98.52	\$183.80
Colleges & College Sports	\$70.98	\$70.02	\$89.37
Construction & Manufacturing	\$121.01	\$95.34	\$217.43
Finance/Insurance	\$98.82	\$65.05	\$201.92
Government	\$95.99	\$96.05	\$94.37
Healthcare	\$66.45	\$53.79	\$138.93
K-12 Schools & Sports	\$77.18	\$76.82	\$261.69
Non-profit/Charity	\$71.05	\$59.96	\$255.48
Other	\$93.80	\$81.41	\$219.17
Real Estate	\$129.13	\$127.27	\$132.10
Restaurant/Food Service	\$158.07	\$91.23	\$303.73
Retail	\$85.68	\$78.50	\$121.35
Software/Technology	\$115.27	\$69.62	\$173.94
Travel/Club/Specialty/Recreational Sports	\$141.68	\$140.15	\$430.47
Travel/Hospitality	\$104.27	\$87.85	\$113.92

Average Order Value

BY PAYMENT METHOD

In Q1, distributors, decorators, and dealers using OMG Online Stores saw 61% higher average order value on orders paid for using Klarna's Buy Now, Pay Later option compared to orders paid for with a credit card.

Buy Now, Pay Later payment methods remove a barrier when it comes time to check out, especially for bigger orders. The cart total is spread out over time, making it easier to fit into people's budgets. It can also motivate people to order more lower-priced items at one time, increasing the value of the order.

See how [Buy Now, Pay Later can boost average order values](#) on OMG stores.

\$86.35

Average order value on
orders paid for by credit card

\$138.93

Average order value on
orders paid for by Klarna

*Data reflects orders placed on OMG Pop-up Stores

Average Number of Products per Online Store

BY TYPE OF STORE & USE CASE

When it comes to Pop-up and Redemption Stores, less is more. In Q1, the average number of products offered on OMG Pop-up and Redemption Stores was between 5 and 11.

Things to Consider

Customers want choice, but only to a certain extent. Research shows offering too many options can actually make it harder for customers to decide what to buy and lead them to abandon a purchase, a phenomenon known as the paradox of choice. Limiting the number of options on a store or within a specific category in terms of products or artwork can make it easier for shoppers to browse and select products, while also helping meet minimums and simplifying fulfillment on the backend. Every store and program is different - there's no one magic number.

Online Store Use Case	Overall	Pop-up Store	Redemption Store
Company Swag	11.0	11.1	6.3
Fundraiser	9.4	9.4	1.0
Team Uniforms & Equipment	8.2	8.2	6.4
Spirit Wear	10.8	10.8	10.4
Corporate Gifts	7.2	8.6	5.1
Employee Uniforms & Supplies	10.4	10.4	8.3
Employee Recognition & Incentives	10.1	11.0	6.1
Holiday & Event	5.5	5.5	5.0
Retail	9.0	9.1	6.4

Average Number of Products per Order

BY TYPE OF STORE & USE CASE

Online stores for *Company Swag* programs typically have bigger carts in terms of the number of products purchased per order, with an average of 6 products per order.

Tips for Increasing the Number of Products Ordered

- Create product bundles. Offering specially curated product bundles or collections at a slightly discounted rate can be a win-win for you and your customers. Not only does it allow customers to purchase more and feel like they are getting a deal, it also increases the average order value (AOV) and gets more products sold, which also helps to meet supplier minimums.
- Offer a shipping discount based on order value. Incentivize shoppers to add more to their cart by offering free or discounted shipping for cart totals that meet a minimum threshold. For example, if the average order value for your online stores is \$75, you can offer free or discounted shipping for orders that spend \$100 or more.

Online Store Use Case	Overall	Pop-up Store	Redemption Store
Company Swag	6.0	6.5	2.0
Fundraiser	2.3	2.3	1.0
Team Uniforms & Equipment	3.7	3.7	3.1
Spirit Wear	2.7	2.7	1.9
Corporate Gifts	1.3	2.0	1.0
Employee Uniforms & Supplies	4.2	4.3	3.5
Employee Recognition & Incentives	2.6	3.4	1.5
Holiday & Event	2.1	2.2	1.1
Retail	3.7	3.8	1.1

Average Number of Orders per Online Store

BY TYPE OF STORE

OMG Pop-up and Redemption Stores averaged 20 orders per store. These solutions are typically used to support limited-time-only programs and the stores are open for a short, predefined period of time. This drives a sense of urgency with shoppers and “get it while you can” buying behavior, resulting in a higher spike of orders within a shorter time frame.

OMG Company Stores averaged nearly 120 orders per store, as these stores are typically open year-round or for a longer time frame with a more consistent flow of orders over time.

Tips for Increasing Orders

- Market the store. Continue to promote your store to drive awareness and sales, even after launch. For stores with a deadline, send reminder emails the week before, the day before, and the day of closing reminding customers to get their orders in. For always-open stores, send customers a monthly email to keep it top-of-mind and add new products to keep it fresh so customers are excited to revisit.
- Offer multiple payment methods. Giving customers several convenient ways to pay for orders increases conversions. Payment methods to consider: credit cards; popular digital wallets like Apple Pay and PayPal; Buy Now, Pay Later; redemption codes; points.

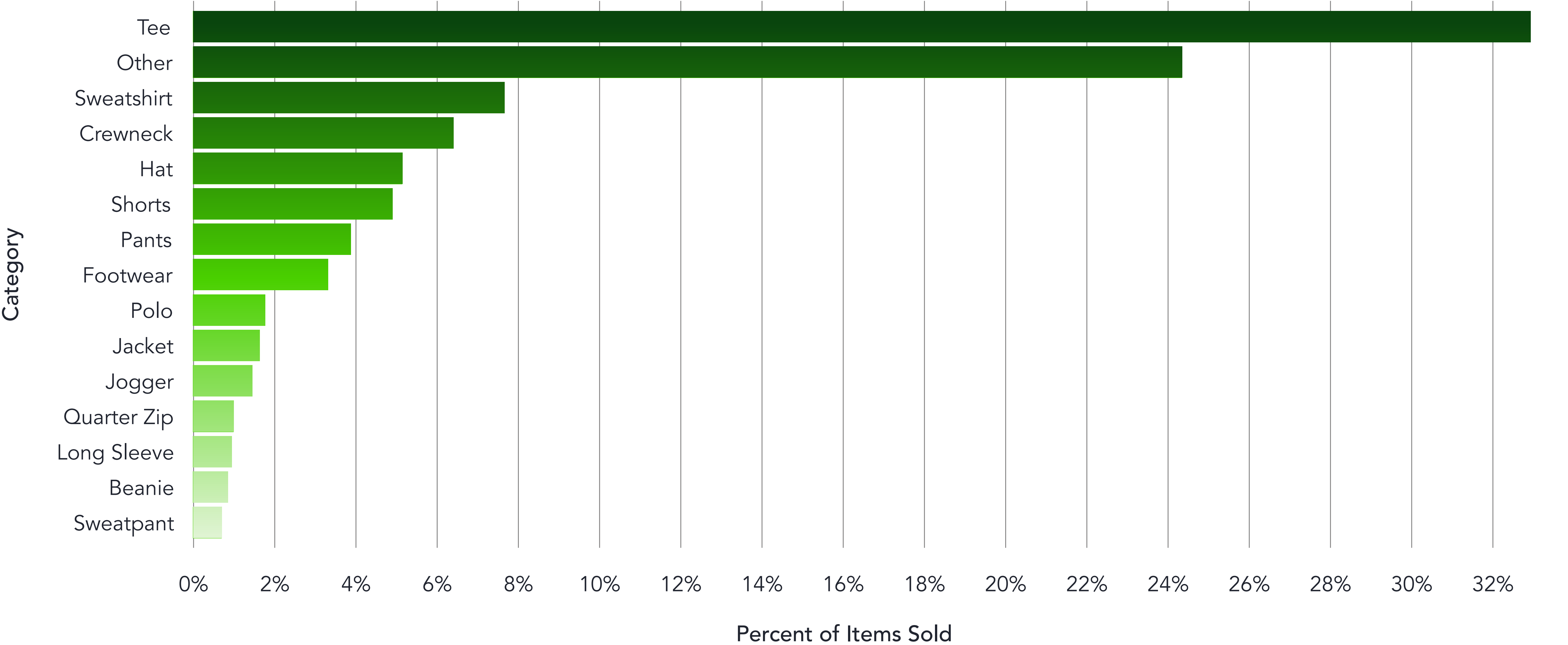
19.8

Orders on Pop-up &
Redemption Stores

119.7

Orders on
Company Stores

Top Product Categories by Units Ordered



*Data reflects orders placed on OMG Pop-up and Redemption Stores

Key Takeaways

Overall, the branded merchandise industry faced headwinds in the first quarter of the year, driven by declining consumer spending, high interest rates, and the looming threat of new tariffs. Buyers are more budget-conscious in their personal and professional lives, impacting industry sales. Companies that sell branded merchandise need to create new opportunities to meet their sales goals.

Q1 Learnings

- The mobile experience matters with online stores. Distributors, decorators, and dealers need an online store platform that makes it easy for their customers to place orders from anywhere at any time.
- Shoppers are being more intentional with their purchases, with a greater focus on essential items like employees stocking up on uniforms and supplies for the year and students/parents purchasing required equipment to participate in team sports.
- Distributors, decorators, and dealers are expanding into new markets, with more distributors selling to schools and teams, and more team dealers expanding into corporate.
- Offering different payment methods pays off. Shoppers are leaning into more flexible, budget-friendly payment methods like Buy Now, Pay Later that allow them to spread payments out over time.

Online stores are a powerful tool for driving incremental sales. By launching more online stores for a broader range of use cases and customers, promotional product distributors, apparel decorators, and team dealers can generate more sales opportunities to win new business and drive revenue—even in an uncertain market.

Want to learn more about OMG?

REQUEST A DEMO

ABOUT OMG

OrderMyGear (OMG) is the market-leading technology for promotional product distributors, apparel decorators, team dealers, and suppliers to sell branded merchandise across channels. For more than 20 years, OMG has been on a mission to help businesses sell branded merchandise to groups with flexible, secure, and easy-to-use tools. OMG powers sales for over 4,000 clients generating more than \$4 billion in online sales.

Learn more at www.ordermygear.com

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