

**Quarterly Online Store
Benchmark Report**
Q2 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
Print-on-Demand Stores	14
Online Store Branding	15
Key Takeaways	16

Introduction

In Q2 2025, the branded merchandise industry continued to feel the effects of macro market factors introduced in Q1—including declining consumer spending, high interest rates, and the looming threat of new tariffs. In response, organizations scaled back on marketing budgets and consumers became more cautious with non-essential purchases, exploring new ways to save money personally and professionally.

The good news? Abandon cart rates for online stores decreased—signaling stronger purchase intent from shoppers—and companies that sell branded merchandise are launching more stores than they did in Q2 last year. Distributors, decorators, and dealers are finding and winning more sales opportunities than originally planned to meet annual sales and growth targets.

Despite the uncertainty, online stores remain a highly effective sales channels for selling more branded merchandise and driving sales growth. This comprehensive report breaks down the performance of online stores in Q2 and explores new opportunities to optimize your online store strategy to reach new customers and drive incremental sales.

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. Already an OMG client? [Sign up for our data program](#) for actionable insights into your online store data and recommendations (Pop-up Store clients only).
- 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.

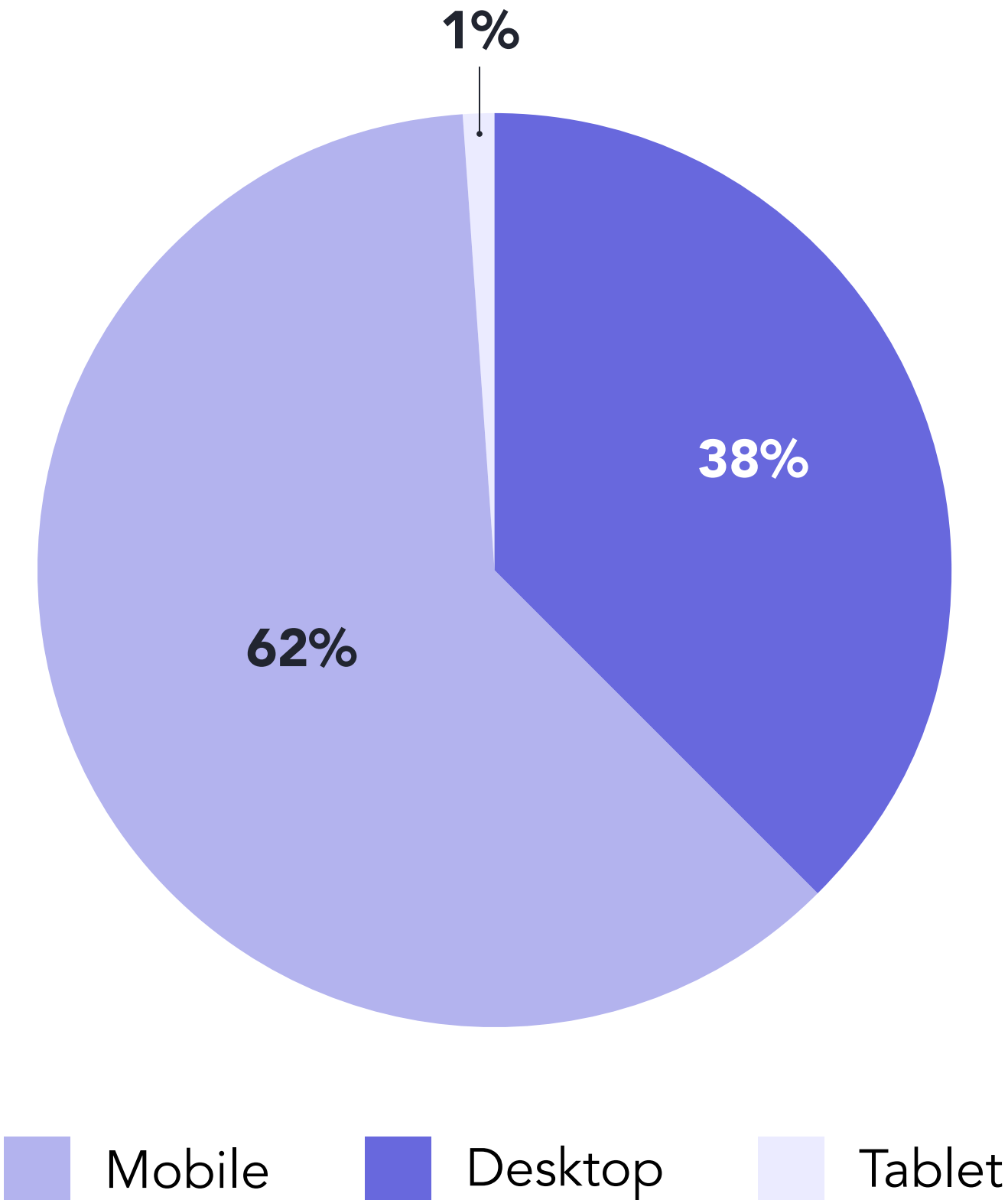
Online Store Overview

VISITORS BY DEVICE TYPE

The majority of shoppers (62%) are visiting online stores from a mobile device, with desktop accounting for 38% and tablets making up just 1%, consistent with Q1 2025.

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

In Q2, OMG online stores saw an average cart abandonment rate of 22%—an improvement from Q1 and 48% lower than the 2025 retail industry average.¹

Purchases made through Pop-up Stores are often high-intent, with shoppers actively looking to complete a transaction rather than casually browsing. These decisions are usually made quickly—for example, when an employee needs to order a required uniform or a parent is purchasing mandatory team gear for their child.

Tips for reducing cart abandonment:

- Trigger [Cart Abandonment Notifications](#) when shoppers try to navigate away from checkout without completing purchase
- Combat concerns about delivery being slow with quick-turn [print-on-demand products](#)
- Make it easy to check out with convenient payment methods like digital wallets and [Klarna \(Buy Now, Pay Later\)](#)
- Set [inventory thresholds](#) to automatically pull products that are no longer available before consumers add them to their cart

Source: 1. [Statista, 2025](#)



22%

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 continued to stock up on branded merchandise in Q2, as *Team Uniforms and Equipment* and *Employee Uniforms and Supplies* remained the top use cases with the highest average order value (AOV) across distributors, decorators, and dealers. Spring sports seasons, seasonal hiring, and summer preparation are possible drivers of higher-value purchases.

The use cases with the lowest average cart totals in Q2? Online stores for *Corporate Gifts* and *Employee Recognition and Incentives* programs. Mid-year budget planning for companies and economic caution may contribute to more conservative spending on these discretionary categories.

Online Store Use Case	Overall	Distributor	Decorator	Dealer
Company Swag	\$87.80	\$95.34	\$100.37	\$86.50
Fundraiser	\$60.52	\$53.61	\$55.26	\$78.81
Team Uniforms & Equipment	\$156.16	\$83.22	\$100.98	\$180.10
Spirit Wear	\$81.98	\$64.79	\$63.69	\$105.75
Corporate Gifts	\$30.17	\$32.23	\$69.15	\$25.33
Employee Uniforms & Supplies	\$117.11	\$103.03	\$118.50	\$115.65
Employee Recognition & Incentives	\$35.60	\$32.37	\$57.01	\$53.54
Holiday & Event	\$36.25	\$45.20	\$32.50	\$34.06
Retail	\$82.58	\$80.32	\$60.96	\$119.75

Average Order Value

BY TYPE OF STORE & USE CASE

In Q2, online stores for *Team Uniforms and Equipment* saw the highest average order totals across both OMG store solutions (especially stores hosted on OMG Company Stores), likely driven by active spring sports seasons such as baseball, soccer, and lacrosse. Sports like lacrosse, which require specialized and high-ticket equipment, tend to drive higher cart totals. This increase also suggests that the timing of spring tournaments, league play, and travel competitions influenced spend on team gear and equipment, like parents and athletes purchasing team bundles which can consist of multiple, required items.

Online Store Use Case	Overall	Pop-up & Redemption Store	Company Store
Company Swag	\$87.78	\$83.77	\$174.13
Fundraiser	\$60.50	\$61.25	\$264.18
Team Uniforms & Equipment	\$156.07	\$157.06	\$276.48
Spirit Wear	\$81.95	\$81.23	\$134.67
Corporate Gifts	\$30.18	\$28.47	\$334.45
Employee Uniforms & Supplies	\$117.08	\$97.10	\$206.67
Employee Recognition & Incentives	\$35.59	\$40.66	\$167.85
Holiday & Event	\$36.25	\$35.77	\$572.28*
Retail	\$82.55	\$80.26	\$157.09

*Based on small sample size

Average Order Value

BY BUSINESS TYPE & INDUSTRY

The *Real Estate* industry saw the highest overall average AOV, with cart totals averaging \$165.87. The *Construction and Manufacturing* industry saw the third-highest overall AOV at \$123.59—an impressive 29% increase compared to Q1. This surge aligns with seasonal trends, as construction and manufacturing activity typically ramps up in spring and early summer. Warmer weather brings increased project starts, leading companies to place orders for higher-value items like branded uniforms, safety gear, tools, and equipment. Additionally, as supply chain conditions stabilize, businesses may be restocking or upgrading equipment they delayed in Q1.

Online Store Industry	Overall	Distributor	Decorator	Dealer
Automotive	\$86.36	\$86.27	\$89.45	\$88.20
Colleges & College Sports	\$91.81	\$50.87	\$81.87	\$135.67
Construction & Manufacturing	\$123.59	\$125.44	\$119.10	\$121.83
Finance/Insurance	\$50.68	\$45.79	\$79.11	\$77.22
Government	\$92.99	\$83.68	\$91.84	\$102.74
Healthcare	\$40.48	\$35.58	\$54.35	\$56.76
K-12 Schools & Sports	\$82.94	\$58.90	\$54.12	\$120.11
Non-profit/Charity	\$60.50	\$58.19	\$58.05	\$68.69
Other	\$71.14	\$80.06	\$71.11	\$60.62
Real Estate	\$165.87	\$197.45	\$76.48	\$183.40
Restaurant/Food Service	\$108.14	\$106.58	\$121.67	\$85.21
Retail	\$92.92	\$73.01	\$76.68	\$138.55
Software/Technology	\$48.05	\$40.04	\$112.68	\$124.56
Travel/Club/Specialty/Recreational Sports	\$124.91	\$96.74	\$89.41	\$143.60
Travel/Hospitality	\$93.84	\$89.05	\$81.20	\$130.28

Average Order Value

BY TYPE OF STORE & INDUSTRY

The *Real Estate* industry showed the highest average order value at \$165.87 in Q2. This spike is likely driven by the busy spring home-buying season, when real estate professionals are placing more online orders for signage, marketing materials, and client gifts to support increased sales activity and open houses.

Comparing AOV across OMG online store solutions, the *Travel/Club/Specialty/Recreational Sports* industry stands out with an average cart total of \$354.73 on the Company Stores platform. This suggests that team dealers are launching more advanced, long-term stores on the Company Stores platform to support these types of programs, which are typically open for a longer timeframe or year-round.

Online Store Industry	Overall	Pop-up & Redemption Store	Company Store
Automotive	\$86.36	\$71.07	\$201.92
Colleges & College Sports	\$91.81	\$78.24	\$82.79
Construction & Manufacturing	\$123.59	\$103.92	\$220.69
Finance/Insurance	\$50.68	\$54.79	\$188.87
Government	\$92.99	\$88.43	\$121.76
Healthcare	\$40.48	\$47.40	\$131.84
K-12 Schools & Sports	\$82.94	\$82.58	\$252.29
Non-profit/Charity	\$60.50	\$60.53	\$255.30
Other	\$71.14	\$69.68	\$201.56
Real Estate	\$165.87	\$99.84	\$206.60
Restaurant/Food Service	\$108.14	\$87.07	\$299.54
Retail	\$92.92	\$88.03	\$116.83
Software/Technology	\$48.05	\$57.59	\$168.23
Travel/Club/Specialty/Recreational Sports	\$124.91	\$124.50	\$354.73
Travel/Hospitality	\$93.84	\$94.39	\$107.93

Average Order Value

BY PAYMENT METHOD

In Q2, distributors, decorators, and dealers using OMG Online Stores saw 63% higher AOV on orders paid for using Klarna's Buy Now, Pay Later option compared to orders paid for with a credit card—a 2% increase from Q1 orders paid for using the same payment method. However, AOV declined slightly across all payment methods in Q2.

Despite the decline, orders placed using Klarna still maintained higher cart totals overall. This suggests that while spending softened slightly in Q2, payment methods like Buy Now, Pay Later continue to enable customers to manage larger purchases more comfortably by spreading out payments over time.

Seasonal budget shifts and changing buyer behavior in Q2 may have contributed to the dip in AOV, but Klarna remains a valuable tool for encouraging higher order values and reducing checkout friction.

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

\$79.18

Average order value on
orders paid for by credit card

\$128.85

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 Q2, the average number of products offered on OMG Pop-up and Redemption Stores was between 5 and 11, a slight decline compared to Q1.

Things to Consider

Customers want options—but not overload. 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 can make it easier for shoppers to make a decision, while helping you meet minimums and simplify fulfillment. However, some programs and stores require a larger mix of products. In this scenario, it's important to use categories and subcategories to make it easy for consumers to find exactly what they're looking for so they can get to “yes” faster.

Online Store Use Case	Overall	Pop-up Store	Redemption Store
Company Swag	10.6	10.0	5.7
Fundraiser	8.0	7.7	5.1
Team Uniforms & Equipment	9.2	8.9	6.9
Spirit Wear	9.3	8.6	7.9
Corporate Gifts	6.9	6.3	6.0
Employee Uniforms & Supplies	10.2	11.2	6.9
Employee Recognition & Incentives	9.8	8.6	5.7
Holiday & Event	5.2	5.2	5.4
Retail	8.6	8.0	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 5 products per order.

Tips for Increasing the Number of Products Ordered

- Recommended products. Highlighting recommended or featured products on your storefront can help guide shoppers toward complementary or popular items they might not have considered before checking out. This can also encourage add-on purchases, leading to larger cart sizes and higher average order values.
- Customized product descriptions. Instead of relying on supplier-provided copy, tailor your product descriptions to highlight the benefits that matter most to your shoppers—like comfort, fit, and real-world use—and why this product is a perfect option for their specific use case. This mimics the experience on retailer websites and makes it easier for shoppers to connect with the product. AI tools can be a great resource and starting point for drafting unique product descriptions based on the information you provide.

Online Store Use Case	Overall	Pop-up Store	Redemption Store
Company Swag	5.0	5.3	1.9
Fundraiser	2.3	2.5	1.2
Team Uniforms & Equipment	4.3	3.8	2.9
Spirit Wear	2.8	2.9	2.1
Corporate Gifts	1.4	1.5	1.1
Employee Uniforms & Supplies	5.0	3.5	3.1
Employee Recognition & Incentives	2.2	1.8	1.5
Holiday & Event	1.9	3.4	1.7
Retail	3.4	3.6	1.4

Average Number of Orders per Online Store

BY TYPE OF STORE

OMG Pop-up and Redemption Stores averaged 21 orders per store, an increase compared to Q1. 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 also saw an increase in the number of orders per store compared to Q1, averaging nearly 121 orders per store. Stores hosted on this solution are typically open year-round or for a longer time frame with a more consistent flow of orders over time.

Tips for Increasing Orders

- [Refresh the products on your store](#) with new or seasonal items to keep your store top-of-mind and get customers excited about revisiting.
- [Offer products that meet multiple price points](#)—such as “good, better, best” options—to appeal to a wider range of budgets and ensure there’s something for everyone.

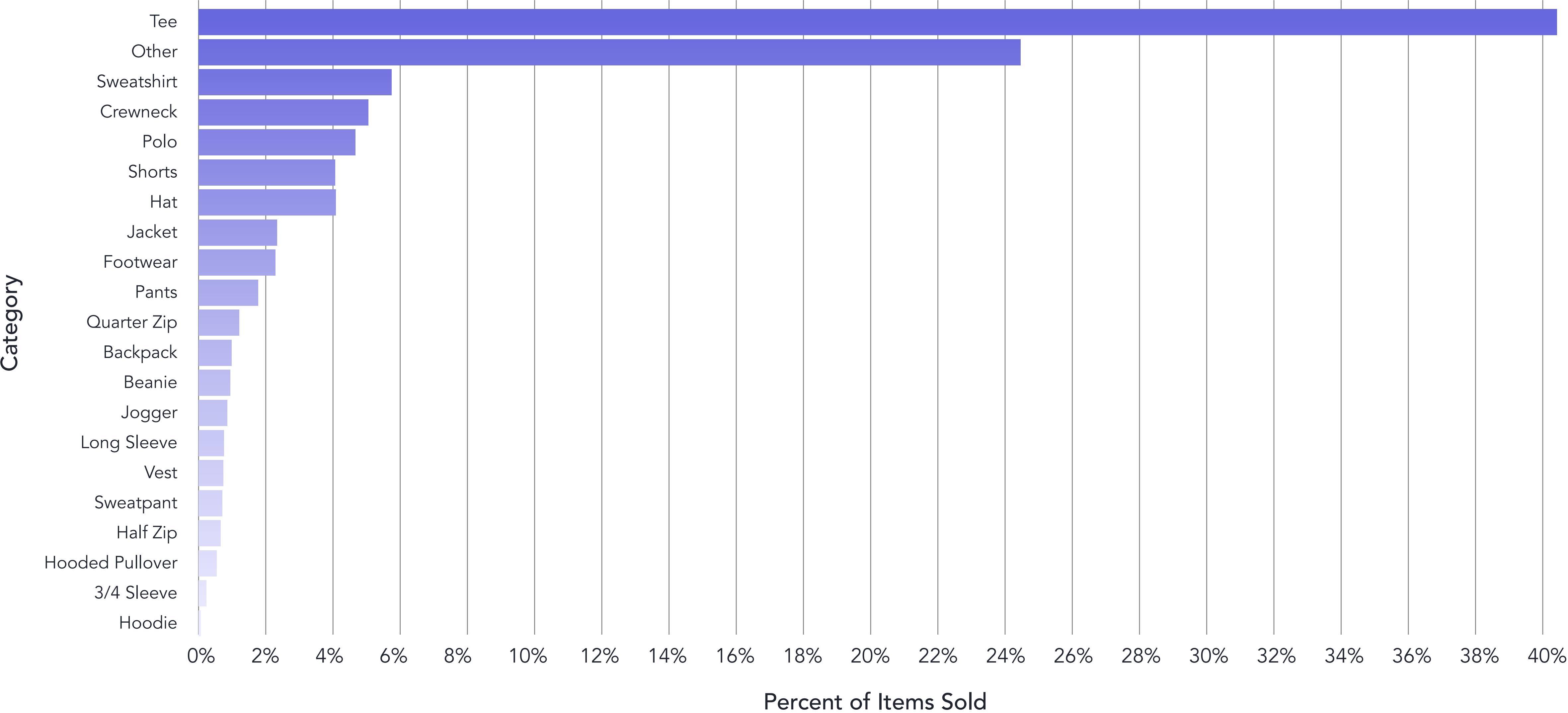
21.4

Orders on Pop-up &
Redemption Stores

120.7

Orders on
Company Stores

Top Product Categories by Units Ordered



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

Print-on-Demand Stores

OVERVIEW

OMG Print-on-Demand (POD) Stores saw an average of \$103 per order in Q2—outpacing non-POD stores, which averaged \$70 per order. POD stores sales grew 3.1% year-over-year, driven by rising demand for hands-off, quick turn fulfillment options from companies who sell branded merchandise.

POD stores offer an easy way to say yes to more orders and incremental sales, without the additional work. Automate your fulfillment process by routing online orders through a network of vetted decorators who source, decorate, and ship products to consumers on your behalf. This is an ideal solution for supporting no order minimums, faster turnaround times, and offering a wider variety of decoration methods and products to customers.

Learn more about [OMG's Print-on-Demand stores](#) and see how this [decorator was able to say yes to more business](#) and generate \$125,000 in sales with print-on-demand.



Top Use Cases

1. Spirit Wear
2. Team Uniforms & Equipment
3. Fundraisers
4. Company Swag
5. Corporate Gifts



Top Industries

1. K-12 Schools
2. Travel/Club/Specialty/Recreational Sports
3. Other
4. Colleges & College Sports
5. Construction & Manufacturing

Online Store Branding

OVERVIEW

In Q2, OMG Pop-up Stores using Premium Layouts saw an average of \$445 more sales compared to stores using the Standard Layout—a 9% difference. This suggests that professional, fully branded storefronts offer a smoother overall shopping experience—similar to what customers expect when visiting major retail websites. With easier navigation and a retail-like feel, shoppers are more likely to browse products, trust the store’s credibility, and confidently add more items to their cart.

Learn more about premium layout options [here](#) and take a look at [this sample store](#) using premium layout 3.

\$445

Higher Sales on Stores
Using Premium Layouts

9%

Increase in Sales
Compared to Stores Using
Standard Layouts

*Data reflects sales on OMG Pop-up Stores

Key Takeaways

Overall, the branded merchandise industry continued to face similar challenges in Q2 that emerged in Q1, driven by cautious consumer spending and economic uncertainty. Companies that sell branded merchandise are finding new ways to adapt, including expanding into higher-growth markets, optimizing their online store strategy, and leaning into flexible fulfillment models to drive incremental sales and growth opportunities.

Q2 Learnings

- While overall sales for branded merchandise slowed in Q2, not all industries were impacted equally. Sectors like construction, manufacturing, and real estate showed growth, creating new opportunities for companies that sell branded merchandise to tap into a wider range of customer bases and industries.
- Distributors, decorators, and dealers are expanding their reach and sales potential by diversifying the types of customers they work with. More distributors are selling to schools and teams, while more team dealers are entering the corporate space to unlock new revenue streams.
- Print-on-demand (POD) stores emerged as a valuable fulfillment solution, helping businesses drive higher average order values by offering a wider range of products and decoration methods. POD gives distributors, decorators, and dealers the flexibility to quickly respond to demand, offer no order minimums, and capture more sales—without the upfront investment.
- To combat slower sales, companies are leaning into flexible payment methods, like Buy Now, Pay Later, to appeal to budget-conscious buyers and make it easier to say yes to higher-ticket purchases. They're also investing in the online experience with premium store branding to encourage shopping and boost average order values.

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

[in OrderMyGear \(OMG\)](#) | [f OrderMyGear](#) | [@ordermygear](#) | [@ordermygear](#)

