



**Quarterly Online Store
Benchmark Report**

Q3 2025

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Introduction

In Q3 2025, the branded merchandise industry saw sales begin to rebound after a slow start to the year. Despite higher prices, tighter budgets, and lingering uncertainty about the economy, organizations began spending on branded merchandise again.

The highlights? Mobile shopping increased, the number of orders per online store increased (especially for print-on-demand stores), and investments in online store branding are paying off. Distributors, decorators, and dealers continued to uncover and win more sales opportunities by diversifying the types of programs and customers they work with.

Online stores remain a highly effective sales channel for branded merchandise teams, and are a great tool for capitalizing on seasonal demand for merch during end-of-year holidays and events. This comprehensive report breaks down Q3 online store performance trends and provides ideas for how to improve your own online stores, reach more customers, and drive additional sales in Q4.

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.
- 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

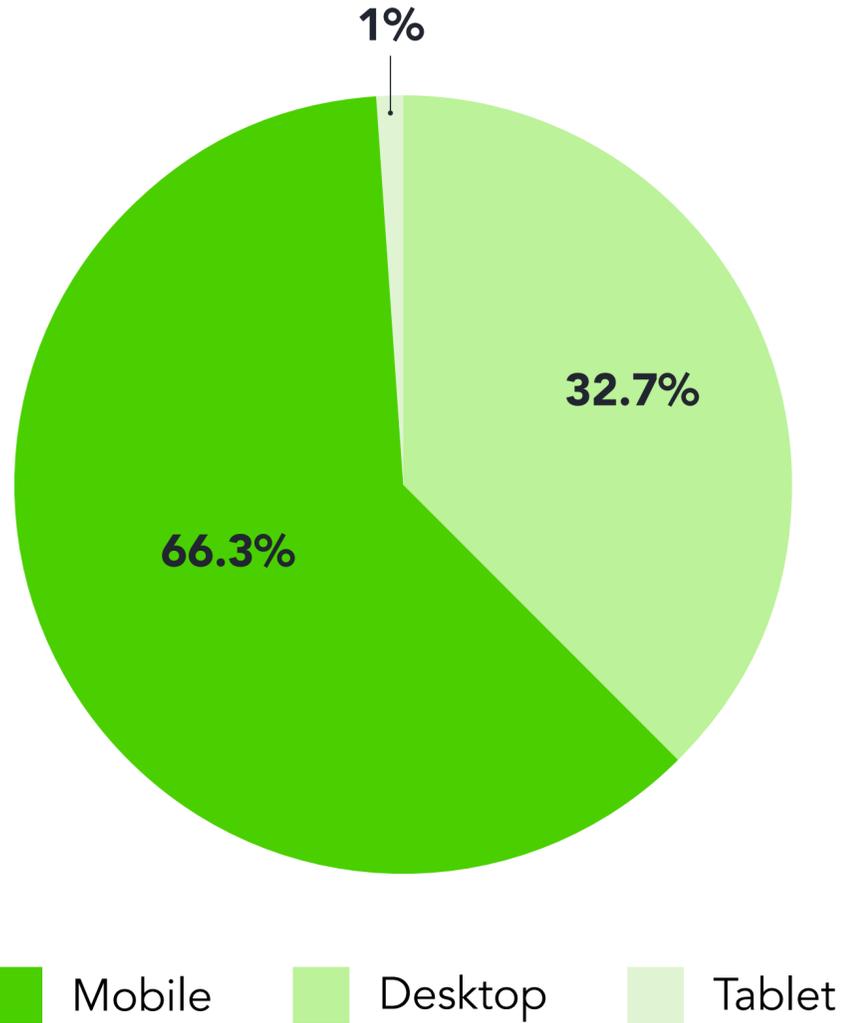
VISITORS BY DEVICE TYPE

The majority of shoppers (66%) are visiting online stores from a mobile device, a notable 5% increase from Q2, with desktop accounting for 33% and tablets making up just 1%.

This increase reflects more on-the-go shopping, likely influenced by seasonal factors like back-to-school shopping in [Q2 and early Q3](#), and more general consumer preferences for mobile shopping.

The increase in mobile visitors also highlights the importance of mobile-optimized storefronts, fast load times, and a seamless checkout experience so shoppers can 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

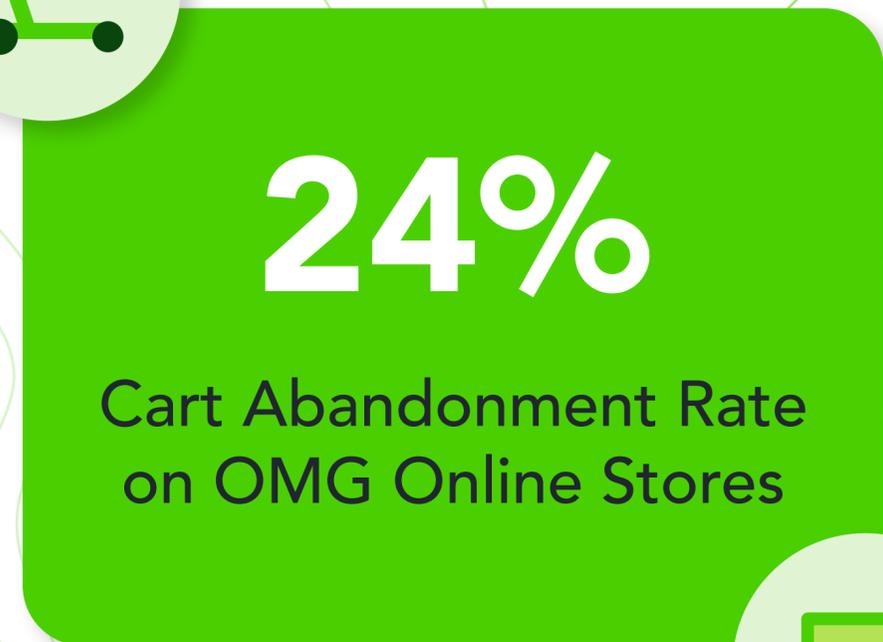
In Q3, OMG online stores saw an average cart abandonment rate of 24%—a slight increase from Q2 (22%) but still 46% lower than the 2025 retail industry average.¹

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](#)



*Data reflects carts on OMG Pop-up Stores



Average Order Value

BY BUSINESS TYPE & USE CASE

Team Uniforms & Equipment saw the highest average order value (AOV) overall in Q3 at \$134.94, followed by *Employee Uniforms & Supplies* with an average cart total of \$109.29—likely driven by the seasonal timing of orders for fall and winter sports leagues.

These two use cases have consistently seen the highest AOV this year, making them a high value opportunity for branded merchandise businesses that don't already run stores for these types of programs.

Holiday & Events and *Employee Recognition & Incentives* saw the biggest overall increase in average cart size in Q3 compared to Q2, rising 37% and 36% respectively. This signals the early seasonal ramp for gifting, holiday, and employee appreciation programs typically seen in Q3 and leading into Q4.

Online Store Use Case	Overall	Distributor	Decorator	Dealer
Company Swag	\$87.58	\$83.40	\$93.50	\$100.50
Corporate Gifts	\$32.20	\$32.88	\$34.10	\$27.27
Employee Recognition & Incentives	\$48.50	\$43.85	\$68.22	\$58.25
Employee Uniforms & Supplies	\$109.29	\$105.76	\$115.77	\$106.86
Fundraiser	\$61.11	\$56.21	\$58.49	\$73.93
Holiday/Event	\$49.78	\$55.87	\$39.77	\$59.90
Retail	\$88.79	\$83.65	\$80.36	\$111.28
Spirit Wear	\$79.16	\$66.64	\$64.80	\$100.83
Team Uniforms & Equipment	\$134.94	\$90.23	\$87.57	\$153.24

Average Order Value

BY TYPE OF STORE & USE CASE

For the second quarter in a row, online stores for *Team Uniforms & Equipment* saw the highest average order size across both OMG store solutions at \$134.68.

Corporate Gifts saw the highest AOV at \$277.17 on OMG's Company Store solution, while also showing the lowest AOV on the Pop-up & Redemption Store solution at \$28.63. Because these programs are typically used to extend thanks and build relationships, the products offered on the store tend to be high-ticket, premium items like name-brand tech devices or accessories, leading to higher cart totals. It's also not uncommon for *Corporate Gift* programs to be active year-round versus for a short period of time, making them an ideal use case for the OMG Company Store solution.

Online Store Use Case	Overall	Pop-up & Redemption Store	Company Store
Company Swag	\$87.79	\$87.16	\$175.40
Corporate Gifts	\$32.14	\$28.63	\$277.17
Employee Recognition & Incentives	\$48.49	\$47.19	\$130.80
Employee Uniforms & Supplies	\$111.15	\$94.48	\$232.87
Fundraiser	\$61.50	\$62.22	\$260.02
Holiday/Event	\$50.32	\$44.91	\$176.77
Retail	\$93.75	\$91.55	\$158.47
Spirit Wear	\$79.40	\$79.40	\$170.01
Team Uniforms & Equipment	\$134.68	\$135.67	\$179.16

Average Order Value

BY BUSINESS TYPE & INDUSTRY

The *Travel/Club/Specialty/Recreational Sports* industry saw the highest overall AOV, with cart totals averaging \$156.00—a 25% increase from Q2. This was largely driven by the team dealer segment with an average cart total of \$175.15.

The industry with the biggest decrease? *Real Estate* saw a 51% decrease in AOV overall from Q2 to Q3, **with the biggest decline driven by distributors**. The decrease aligns with seasonal trends, as real estate transactions typically peak in late spring and early summer when home buying and selling are at their highest. By Q3, activity slows, potentially leading to fewer orders for closing gifts and client appreciation items.²

Online Store Industry	Overall	Distributor	Decorator	Dealer
Automotive	\$94.34	\$90.84	\$79.80	\$131.30
Colleges & College Sports	\$89.91	\$61.88	\$80.94	\$131.72
Construction & Manufacturing	\$103.51	\$95.48	\$116.57	\$109.10
Finance/Insurance	\$49.87	\$43.32	\$69.39	\$86.34
Government	\$95.24	\$80.53	\$105.49	\$87.14
Healthcare	\$53.39	\$51.04	\$51.23	\$77.17
K-12 Schools & Sports	\$73.33	\$65.15	\$61.28	\$89.81
Non-profit/Charity	\$58.95	\$65.96	\$55.77	\$50.59
Other	\$77.72	\$69.28	\$72.13	\$91.90
Real Estate	\$81.80	\$74.54	\$93.20	\$163.24
Restaurant/Food Service	\$112.95	\$116.73	\$103.74	\$105.86
Retail	\$98.29	\$71.12	\$82.22	\$158.05
Software/Technology	\$61.50	\$55.60	\$98.54	\$82.82
Travel/Club/Specialty/Recreational Sports	\$156.00	\$109.63	\$102.87	\$175.15
Travel/Hospitality	\$56.01	\$131.38	\$68.81	\$33.47

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 the highest AOV across all solutions, averaging \$156 per order. Cart totals were especially high for this industry on the Company Stores solution, with average cart totals reaching an impressive \$321.90.

Parents, players, and fans spend big money on gear and spirit wear in this industry. Between high-ticket products and extended or year-round seasons, sports teams in the *Travel/Club/Specialty/Recreational Sports* industry can be highly lucrative for branded merch businesses.

Online Store Industry	Overall	Pop-up & Redemption Store	Company Store
Automotive	\$94.34	\$77.25	\$212.80
Colleges & College Sports	\$89.91	\$87.93	\$97.68
Construction & Manufacturing	\$103.51	\$96.31	\$220.87
Finance/Insurance	\$49.87	\$52.57	\$199.53
Government	\$95.24	\$88.91	\$100.92
Healthcare	\$53.39	\$52.69	\$119.43
K-12 Schools & Sports	\$73.33	\$73.40	\$153.96
Non-profit/Charity	\$58.95	\$57.39	\$228.56
Other	\$77.72	\$77.51	\$201.65
Real Estate	\$81.80	\$45.74	\$223.20
Restaurant/Food Service	\$112.95	\$69.10	\$295.27
Retail	\$98.29	\$95.78	\$157.53
Software/Technology	\$61.50	\$60.94	\$202.70
Travel/Club/Specialty/Recreational Sports	\$156.00	\$156.44	\$321.90
Travel/Hospitality	\$56.01	\$51.92	\$92.15

Average Order Value

BY PAYMENT METHOD

In Q3, distributors, decorators, and dealers using OMG Online Stores saw 44% higher AOV on orders paid for using Klarna's Buy Now, Pay Later option compared to orders paid for with a credit card, [which is consistent with spending patterns across these payment types in Q1 and Q2](#).

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.

\$84.99

Average order value on orders paid for by credit card

\$122.29

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 Q3, the average number of products offered on OMG Pop-up and Redemption Stores was between 5 and 12, a slight increase from Q2.

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	10.8	11.6	6.0
Corporate Gifts	6.2	7.3	5.0
Employee Recognition & Incentives	10.2	11.0	6.6
Employee Uniforms & Supplies	10.4	11.8	7.3
Fundraiser	10.6	9.5	5.8
Holiday/Event	5.4	5.2	5.5
Retail	9.1	9.2	6.3
Spirit Wear	12.1	11.0	7.9
Team Uniforms & Equipment	8.8	7.9	7.8

Average Number of Products per Order

BY TYPE OF STORE & USE CASE

For the third straight quarter, *Company Swag* programs had the biggest carts in terms of the number of products purchased per order, with an average of 4.9 products per order in Q3. *Employee Uniforms & Supplies* saw an impressive 6.9 average items per order on Redemption Stores, which allows shoppers to place an order without entering payment. This could indicate companies are offering more required bundles with higher product counts on their stores—like bundles that include uniforms, apparel, and supplies—so employees can be successful on the job.

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.
- Customize 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	4.9	2.6	1.4
Corporate Gifts	2.0	1.2	1.1
Employee Recognition & Incentives	2.5	1.9	1.4
Employee Uniforms & Supplies	4.8	3.7	6.9
Fundraiser	2.3	2.1	1.4
Holiday/Event	2.1	1.8	1.0
Retail	3.9	2.8	1.6
Spirit Wear	2.7	2.3	2.2
Team Uniforms & Equipment	3.9	3.3	3.0

Average Number of Orders per Online Store

BY TYPE OF STORE

OMG Pop-up and Redemption Stores averaged 26 orders per store, an impressive 20% increase compared to Q2. 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 Q2, averaging more than 123 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.

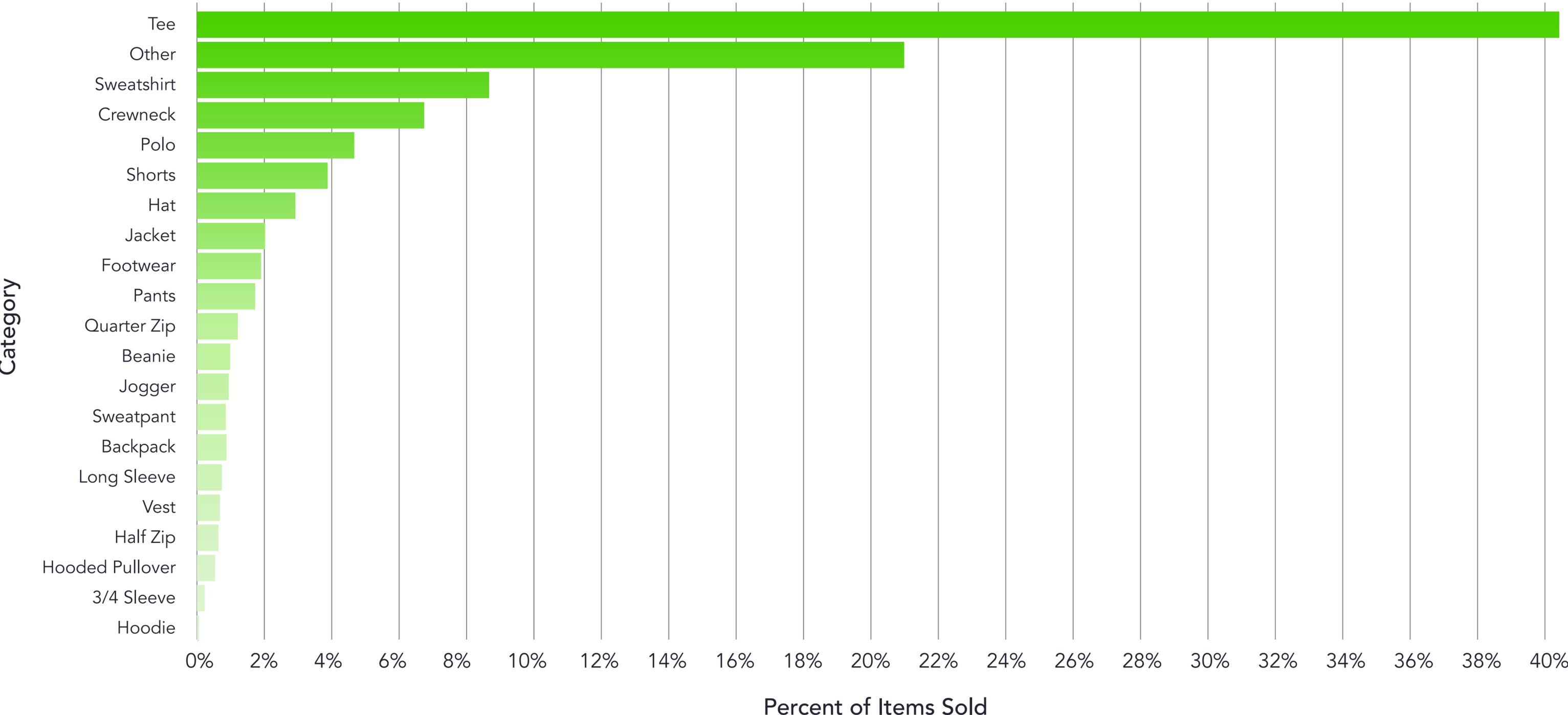
25.6

Orders on Pop-up &
Redemption Stores

123.2

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 AOV of \$84 in Q3, outpacing the \$70 AOV seen on non-POD stores. Cart totals on POD stores have been consistently higher than cart totals on standard stores since the beginning of the year. The total number of orders placed on OMG POD stores is also up almost 100% compared to Q2. Branded merch businesses and their customers are adopting POD and it's paying off.

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.

See how this [decorator was able to launch 150+ POD stores in 6 months to say yes to new sales opportunities and offer lower minimums](#) to customers.

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

Top Use Cases

1. Spirit Wear
2. Company Swag
3. Retail
4. Fundraiser
5. Team Uniforms & Equipment

Top Industries

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

Online Store Branding

OVERVIEW

In Q3, OMG Pop-up Stores using Premium Layouts saw an average of 16% more sales compared to stores using the Standard Layout—a 7% increase compared to Q2.

The takeaway? Branding matters and helps drive sales. 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.

See how to [elevate your online store branding with Premium Layouts](#) and see a list of more branding capabilities in the [OMG Online Store Feature Guide](#).

\$757.40

Higher Sales on Stores
Using Premium Layouts

16%

Increase in Sales
Compared to Stores Using
Standard Layouts

*Data reflects sales on OMG Pop-up Stores

Key Takeaways

Despite a sluggish start to the year, branded merchandise teams saw momentum and sales build across online stores in Q3. Distributors, decorators, and dealers took advantage of seasonal demand and expanded the types of programs and customers they work with. Overall, online stores continue to be a key driver for growth—helping companies capture demand, reach new buyers, and uncover new sales opportunities through the end of the year and into Q1.

Q3 Learnings

- **Seasonal demand boosted online sales.** Pop-up and Redemption Stores saw a 20% increase in orders compared to Q2, as branded merch teams used online stores to pitch and launch year-end programs for their customers.
- **Print-on-demand stores outperformed.** POD store orders nearly doubled from Q2, resulting in higher average order values and more frequent orders. This highlights the value of hands-off fulfillment to manage busy season demand, along with the flexibility to offer no minimums and a wide range of products to capture more sales without the upfront investment.
- **Retail-like experiences led to more sales.** Online stores using Premium Layouts saw 16% more sales than those using the Standard Layout. Plus, stores using flexible payment options like Klarna's Buy Now, Pay Later saw 44% higher average order value (AOV) than those paid by credit card—proving that retail-like experiences lead to higher conversion and sales.
- **Budget-conscious behaviors persisted.** Abandoned cart rates edged higher, signaling that while shoppers are spending more overall, they remain selective about non-essential purchases.

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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