

**Quarterly Online Store
Benchmark Report**

Q4 2025

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Introduction

The branded merchandise industry closed out the year strong with Q4 sales growing 5.1% year-over-year and reaching a record \$27.7 billion for the full year¹. Businesses said “yes” to doing more and trying new things in response to tariffs and rising freight costs, and it paid off.

The Q4 highlights? Consumers spent more on online purchases, with orders placed using both standard credit cards and payment options like Buy Now, Pay Later up from Q3. Branded merch companies continued to win more sales opportunities by diversifying the types of customers and programs they work with, while tapping into higher-value markets. Print-on-demand stores saw larger and more frequent orders placed compared to Q3, helping teams expand their product offerings and fulfill orders more efficiently. Buyers also started to prioritize value over volume, driving average order values up with investments in premium, higher-quality items.

Overall, online stores remained a highly effective sales channel for branded merchandise teams to take advantage of year-end, seasonal demand while also creating new sales opportunities to set up for success leading into 2026. This comprehensive report breaks down Q4 online store performance trends and provides ideas for how to improve your own online stores, reach more customers, and drive additional sales in Q1 and beyond.

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.

Source: 1. [ASI Central](#)

Online Store Overview

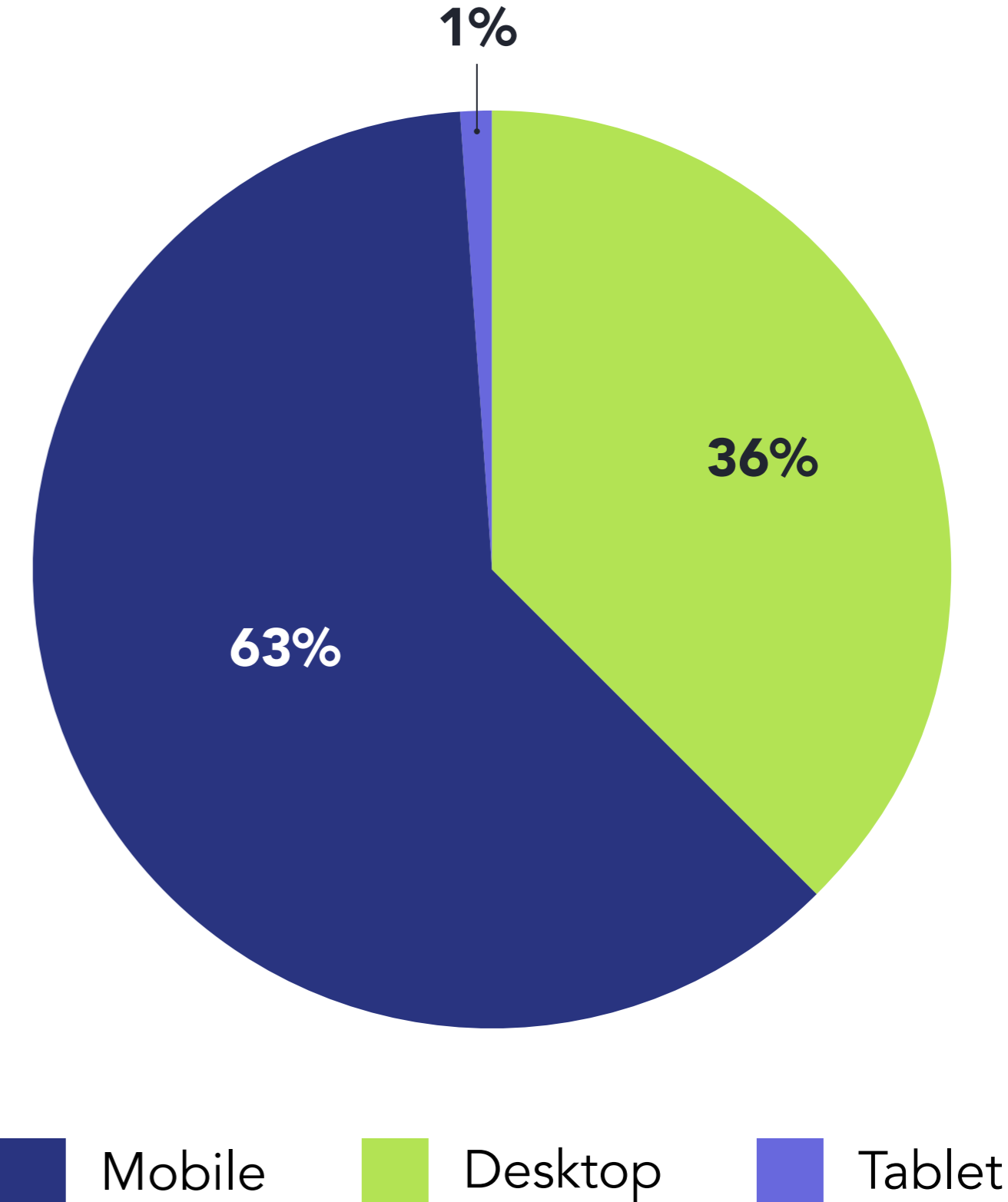
VISITORS BY DEVICE TYPE

The majority of shoppers (63%) are visiting online stores from a mobile device, with desktop accounting for 36% and tablets making up just 1% of online store visits.

This continued preference for mobile shopping reflects shoppers' need to browse and place orders on the go, especially during the busy Q4 season, when holiday purchasing, gifting, and end-of-year deadlines drive quick, convenience-focused buying behavior.

This 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

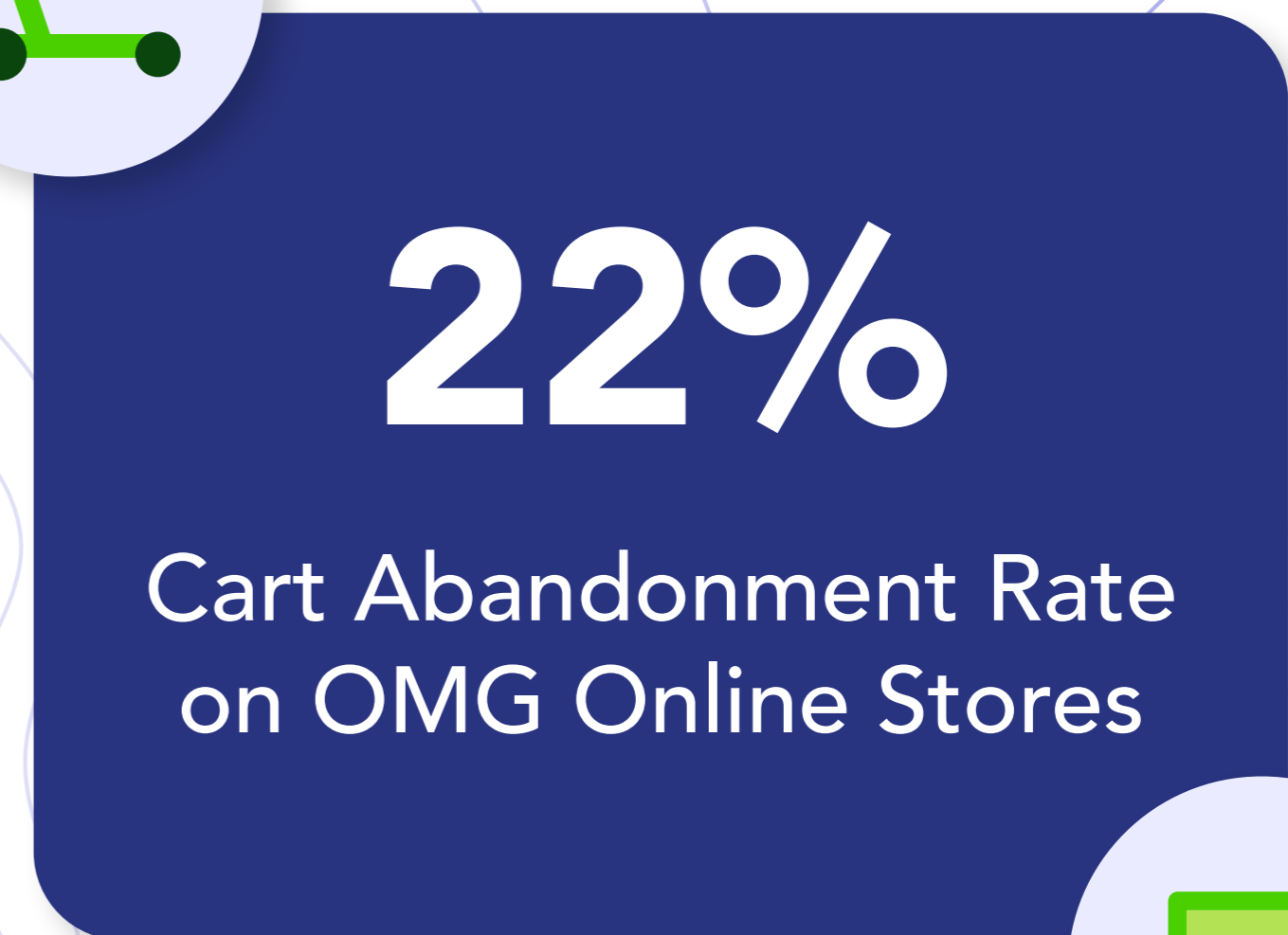
In Q4, OMG online stores saw an average cart abandonment rate of 22%, a decrease from Q3 (24%) and 48% lower than the 2026 retail industry average.¹

Purchases made through Pop-up Stores are often high-intent, with shoppers actively looking to complete a transaction rather than casually browsing. In Q4, time-sensitive buying behaviors, such as employees placing required orders before end-of-year or parents purchasing mandatory gear ahead of seasonal deadlines, drove even faster decision-making and fewer abandoned carts.

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

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

Source: 1. [Statista, 2026](#) 2. [Statista, 2026](#)



*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 Q4 at \$150.55, followed by *Employee Uniforms & Supplies* with an average cart total of \$103.29, likely signaling sports teams and companies are getting teams ready for 2026 with new branded products. Both use cases have consistently held the top spot for AOV throughout 2025, making them a high value opportunity for branded merchandise businesses that don't already run stores for these types of programs.

Company Swag saw the most significant quarter-over-quarter growth, with AOV rising 17.3% from Q3 to \$102.77. This reflects a broader shift among corporate buyers investing in higher-value, premium items for employees.¹

Online Store Use Case	Overall	Distributor	Decorator	Dealer
Company Swag	\$102.77	\$99.13	\$110.20	\$106.89
Corporate Gifts	\$34.29	\$33.31	\$35.93	\$41.76
Employee Recognition & Incentives	\$49.58	\$43.76	\$72.98	\$57.65
Employee Uniforms & Supplies	\$103.29	\$94.09	\$118.88	\$102.41
Fundraiser	\$69.69	\$63.46	\$66.30	\$83.83
Holiday/Event	\$48.73	\$39.21	\$66.81	\$67.34
Retail	\$94.90	\$92.70	\$85.55	\$118.26
Spirit Wear	\$87.55	\$72.67	\$73.85	\$107.03
Team Uniforms & Equipment	\$150.55	\$95.59	\$113.77	\$171.67

Average Order Value

BY TYPE OF STORE & USE CASE

For the third quarter in a row, online stores for *Team Uniforms & Equipment* saw the highest average order size across both OMG store solutions at \$142.54, a 6% increase from Q3.

Fundraiser recorded the highest AOV on OMG's Company Store solution at \$547.64, fueled by large, year-end corporate employee programs that included a fundraising component. During the quarter, multiple high-volume fundraising stores were hosted on Company Stores on behalf of Fortune 500 investment banks and financial services firms, each driving thousands of orders throughout the quarter. These stores generally support fundraising efforts for charities and other cause-aligned initiatives.

Online Store Use Case	Overall	Pop-up & Redemption Store	Company Store
Company Swag	\$134.23	\$101.01	\$190.06
Corporate Gifts	\$41.38	\$30.90	\$225.82
Employee Recognition & Incentives	\$56.93	\$51.78	\$169.06
Employee Uniforms & Supplies	\$122.06	\$93.06	\$323.12
Fundraiser	\$94.93	\$70.21	\$547.64
Holiday/Event	\$46.95	\$46.91	\$227.72
Retail	\$99.41	\$96.08	\$143.13
Spirit Wear	\$88.21	\$88.09	\$127.00
Team Uniforms & Equipment	\$142.54	\$142.66	\$137.09

Average Order Value

BY BUSINESS TYPE & INDUSTRY

The *Real Estate* industry saw the highest overall AOV in Q4, with cart totals averaging \$213.70, a notable 161% increase from Q3. This marked a significant reversal from the previous quarter where the average order size on stores for Real Estate programs experienced the biggest decline from Q2 to Q3. The Q4 rebound was driven primarily by the distributor segment, where AOVs jumped from \$74.54 in Q3 to \$246.62, likely fueled by high-end closing gifts and premium holiday appreciation items for high-value clients.

The industry with the second highest AOV? *Travel/Club/Specialty/Recreational Sports* saw an average cart total of \$142.15 with the team dealer segment leading across all business types. Elevated AOVs in this industry were likely driven by year-end tournaments and events, required team bundles for the upcoming season, and holiday gifting tied to clubs and recreational programs.

Online Store Industry	Overall	Distributor	Decorator	Dealer
Automotive	\$74.84	\$61.21	\$97.18	\$114.51
Colleges & College Sports	\$98.58	\$60.06	\$90.97	\$161.52
Construction & Manufacturing	\$96.61	\$83.79	\$115.67	\$122.10
Finance/Insurance	\$53.50	\$46.33	\$82.00	\$78.36
Government	\$97.95	\$87.30	\$97.18	\$99.79
Healthcare	\$56.92	\$53.07	\$60.57	\$76.37
K-12 Schools & Sports	\$83.69	\$70.99	\$69.50	\$101.24
Non-profit/Charity	\$60.51	\$56.21	\$62.11	\$69.12
Other	\$79.94	\$66.84	\$88.38	\$92.30
Real Estate	\$213.70	\$246.62	\$96.53	\$142.57
Restaurant/Food Service	\$86.13	\$78.97	\$106.55	\$74.41
Retail	\$90.34	\$71.96	\$79.30	\$140.92
Software/Technology	\$53.57	\$47.40	\$90.60	\$96.68
Travel/Club/Specialty/Recreational Sports	\$142.15	\$108.26	\$105.21	\$160.72
Travel/Hospitality	\$66.80	\$56.43	\$70.91	\$129.39

Average Order Value

BY TYPE OF STORE & INDUSTRY

Comparing AOV across OMG online store solutions, the **Automotive industry stands out with the highest AOV across all solutions**, averaging \$237.03 per order, with largest cart totals on the Company Stores solution.* While there tend to be fewer online stores operated within the automotive industry overall, and it may be a tougher market to break into, the distributors, decorators, and dealers that do can see significant sales due to specialized product offerings that command higher prices like branded tools and safety equipment.

Online Store Industry	Overall	Pop-up & Redemption Store	Company Store
Automotive	\$237.03	\$67.47	\$412.49*
Colleges & College Sports	\$88.99	\$89.11	\$83.02
Construction & Manufacturing	\$120.57	\$94.74	\$250.99
Finance/Insurance	\$83.83	\$52.33	\$208.00
Government	\$95.60	\$94.49	\$157.65
Healthcare	\$65.79	\$55.50	\$120.89
K-12 Schools & Sports	\$83.68	\$83.66	\$114.81
Non-profit/Charity	\$77.55	\$63.45	\$320.35
Other	\$97.61	\$82.96	\$226.56
Real Estate	\$125.86	\$106.42	\$215.81
Restaurant/Food Service	\$130.00	\$68.12	\$269.72
Retail	\$96.14	\$89.07	\$146.18
Software/Technology	\$88.24	\$52.87	\$193.76
Travel/Club/Specialty/Recreational Sports	\$141.00	\$141.57	\$85.04
Travel/Hospitality	\$80.94	\$61.81	\$134.03

*Based on small sample size

Average Order Value

BY PAYMENT METHOD

In Q4, distributors, decorators, and dealers using OMG Online Stores saw average order values increase for both Klarna (Buy Now, Pay Later) and credit card payments. While Klarna orders experienced larger gains, standard credit card AOV also rose. However, the gap widened, as BNPL orders were 49% higher than credit card orders in Q4 compared to 44% in Q3.

Buy Now, Pay Later payment methods remove a barrier when it comes time to check out, especially for bigger orders. The cart total is divided up 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.

The payment flexibility of Buy Now, Pay Later can be especially helpful during the holiday season, when shoppers are balancing year-end purchases and tighter budgets.

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

\$93.68

Average order value on orders paid for by credit card

\$139.81

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

In Q4, the average number of products offered on OMG Pop-up and Redemption Stores saw a slight increase from Q3, with item quantities ranging between 7 and 12. This uptick is partially driven by distributors, decorators, and dealers offering more product variety on their storefronts in Q4, including print-on-demand (POD) items.

Things to Consider

OMG Print-on-Demand Stores allow you to easily offer a wider range of products and decoration methods with no order minimums and hands-off fulfillment. Orders are fulfilled via a network of vetted decorators who source, decorate, and ship products to consumers on your behalf. This gives you the flexibility to test new products and designs without the added costs or inventory risk.

Keep in mind, customers want options—but not overload. Keep your product selection relevant and well-organized with features like categories and subcategories to make it easy for customers to browse and get to “yes” faster.

Online Store Use Case	Overall	Pop-up Store	Redemption Store
Company Swag	11.6	10.3	5.6
Corporate Gifts	7.1	6.5	6.4
Employee Recognition & Incentives	11.1	10.1	6.6
Employee Uniforms & Supplies	11.2	10.3	8
Fundraiser	10.4	8.1	7.5
Holiday/Event	9	8.4	7.1
Retail	9.8	8.7	6.4
Spirit Wear	11.4	9	7.1
Team Uniforms & Equipment	9.1	8.2	6.8

Average Number of Products per Order

BY TYPE OF STORE & USE CASE

For the fourth straight quarter, *Company Swag* programs had the biggest carts in terms of the number of products purchased per order, with an average of 4.6 products per order in Q4. *Team Uniforms & Equipment* saw the second highest cart totals with 4.1 average items per order across solutions, and 5.1 items per order on Pop-up Stores, which may indicate the use of product bundles.

Notably, Redemption Stores never exceeded an average of 2.2 items per order in Q4, suggesting that organizations continue to favor minimal, curated product selections for this store type. Redemption Stores allow shoppers to order an item without entering payment, making them ideal for single or low-quantity orders, such as an employee redeeming an item to celebrate a work anniversary.

Tips for Increasing the Number of Products Ordered

- **Create product bundles.** Grouping related or complementary products in a product bundle to purchase together can be a highly effective way to increase the number of items purchased per order. Product bundles can include products sold individually at a slightly reduced price rate if purchased together, make products available exclusively as part of a bundle. Popular use cases include new employee kits and team uniforms package
- **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	4.6	2	1.6
Corporate Gifts	1.3	1.1	1.1
Employee Recognition & Incentives	1.8	1.4	1.2
Employee Uniforms & Supplies	3.8	3.6	2.2
Fundraiser	2.3	2.3	1.2
Holiday/Event	1.6	1.5	1.1
Retail	3.1	2.7	1.2
Spirit Wear	2.6	2.7	2.1
Team Uniforms & Equipment	4.1	5.1	1.4

Average Number of Orders per Online Store

BY TYPE OF STORE

OMG Company Stores [saw a 14% increase in the number of orders per store](#) compared to Q3, averaging more than 139 orders per store. Stores hosted on this solution are typically open year-round or for a longer time frame, and often support corporate programs for employees, clients, and partners, which likely contributed to the year-end uptick in orders during the holiday season.

OMG Pop-up and Redemption Stores averaged 22 orders per store, a slight decrease compared to Q3. 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.

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 year-round 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.
- Add print-on-demand items to your storefront to offer a wide range of quick-turn products and decoration methods. With no minimums on orders, you can easily refresh your product selection with new or trending items, keeping your store relevant and top-of-mind for customers.
- 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.

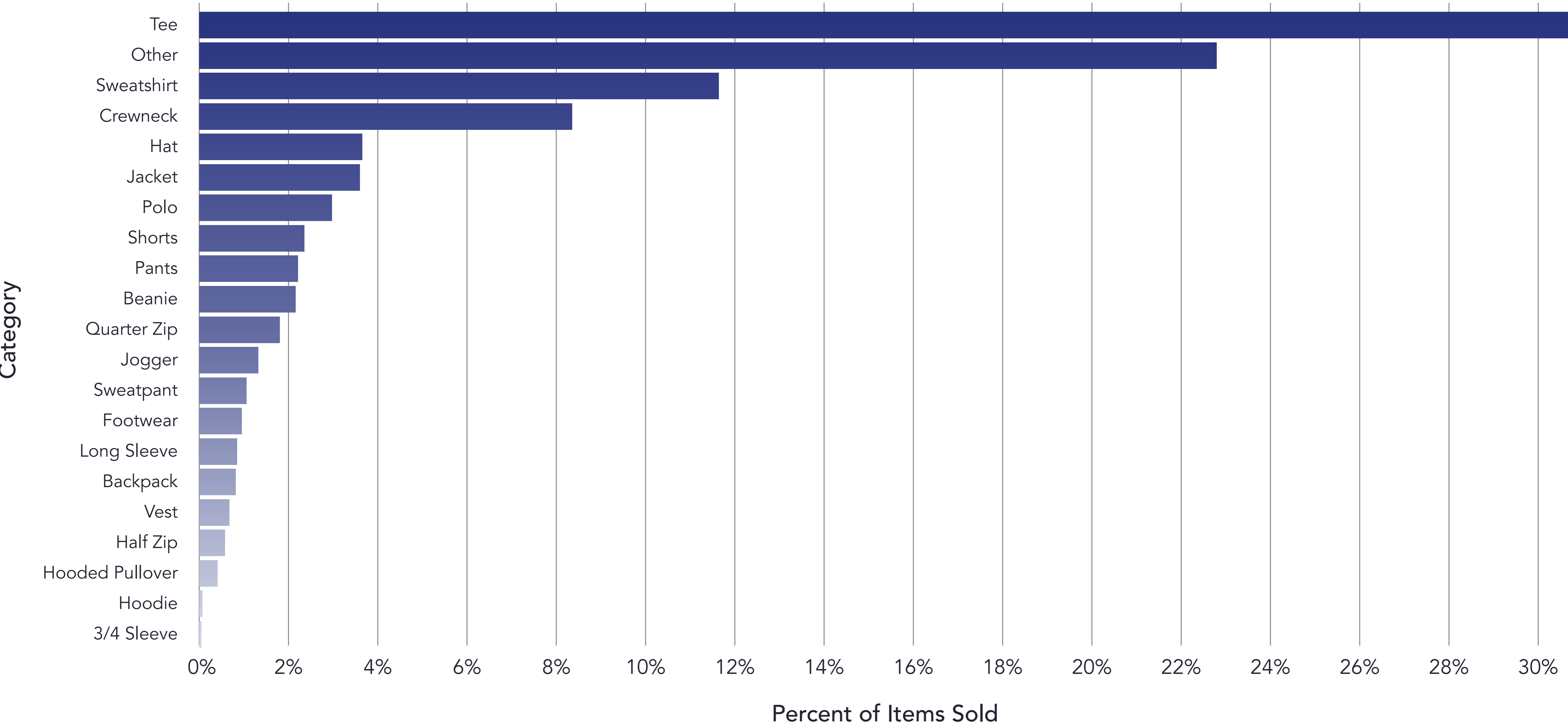
139.7

Orders on
Company Stores

22.1

Orders on Pop-up &
Redemption 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 \$91 in Q4, an 8% increase from Q3 and outperforming the \$76 AOV seen on non-POD stores. Cart totals were consistently higher on POD stores than on standard stores throughout 2025. The number of orders placed on POD was also up nearly 70% quarter over quarter.

A recent survey revealed that 54% of branded merch businesses offer print-on-demand services to customers.¹ This comes as no surprise as distributors, decorators, and dealers seek new ways to meet consumers' high expectations for fast and convenient digital experiences.

POD stores provide an easy way to say yes to more orders, while offering no minimums and eliminating the additional backend 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.

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.](#)

Source: 1. [ASI Central](#)



Top Use Cases

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



Top Industries

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

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

Online Store Branding

OVERVIEW

In Q4, OMG Pop-up Stores using Premium Layouts saw an average of 6% more sales compared to stores using the Standard Layout.

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](#).

*Data reflects sales on OMG Pop-up Stores

6%
Average order value on
stores using Premium
Layouts vs. Standard Layouts

Key Takeaways

The branded merchandise industry finished the year on a high note, with overall sales growing 5.1% year-over-year in Q4 and reaching a record \$27.7 billion for the full year¹. Price increases contributed to the upswing in sales, as the majority of branded merch businesses raised prices to help offset the impact of tariffs and rising freight costs, leading to higher top-line sales and average order values.

Branded merchandise teams responded to the challenging environment with creativity and resilience. In Q4, businesses found more ways to capture year-end demand with online stores, expanded into new verticals, offered new types of products and fulfillment models, and uncovered additional ways to drive sales.

Q3 Learnings

- **Diversification into new verticals.** Distributors, decorators, and dealers working across multiple industries and customer types were better shielded from economic uncertainty. Online stores make it easier to expand into new verticals, unlock new revenue streams, and reduce reliance on any single market.
- **Print-on-demand is a growth engine.** POD is paying off in volume and value. More branded merchandise teams are adopting POD to offer more product variety on stores, while improving backend efficiency and increasing average order value. POD provides the flexibility to quickly respond to seasonal demand spikes or run stores year-round—without order minimums, upfront investment, or inventory risk.
- **Buyers prioritized value over volume.** Higher average order values indicated a clear shift toward premium, longer-lasting products. This aligns with the rising demand for retail-quality branded merchandise—particularly in employee and gifting programs, where buyers are willing to spend more per item to maximize perceived value and ROI.
- **Flexible payments led to bigger baskets.** To combat factors like cautious consumer spending, companies are leaning into flexible payment methods, like Buy Now, Pay Later and digital wallets at checkout to appeal to budget-conscious buyers and make it easier to say yes to higher-value purchases.

Source: 1. [ASI Central](#)

Previous 2025 Reports



**VIEW THE 2025
Q3 REPORT**



**VIEW THE 2025
Q2 REPORT**



**VIEW THE 2025
Q1 REPORT**

Want to learn more about OMG?

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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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