About every third company relies mostly on digital (29.4%).

At least half (52.6%) provide finishing services, with the most popular being bagging/tagging (58.3%) and fulfillment (45.8%).

5 is the average number of products offered.

The most popular products:
- T-Shirts (96.6%)
- Bags (80.5%)
- Performance wear (79.3%)
- Hats/caps (75.9%)

7 is the average number of markets served.

The most popular markets:
- B2C (73.5%)
- Athletic (71.1%)
- Corporate Branding (69.9%)
- Educational Institutions (61.4%)
- Nonprofits (61.4%)
- Retail (55.4%)
- Food Services (53.0%)