

Stitch
by Stitch

The Commercial Embroidery Market *by the Numbers*

With its high perceived value, it's no wonder that embroidery is a cornerstone of the apparel decorating industry. To explore this time honored and stalwart discipline, *Printwear* and the National Network of Embroidery Professionals (NNEP) have partnered for this comprehensive survey completed by those in the trenches.

This survey was conducted through electronic mail via SurveyMonkey.com and complied with all CAN SPAM act laws and NBM's privacy policy, as found here: nbm.com/privacy-statement. Respondents were selected from the *Printwear* subscriber database and NNEP members. All survey recipients were provided the same version of the survey.

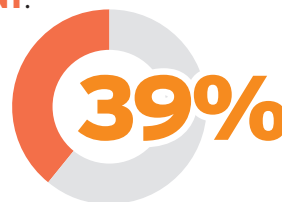
A total of 643 responses were received, and no less than 323 responses were received on any one question. Some survey totals equal more than 100 percent because readers check all of the categories that apply.

We hope that this information will help lend insight into the commercial embroidery market and stitch up some of business using the findings of this report.

Of all respondents surveyed, **51 PERCENT** report that their commercial embroidery shop **operates out of their home...**



...with **online operations** coming in second at **39 PERCENT.**



THE MOST POPULAR ITEMS TO DECORATE, IN DESCENDING ORDER, ARE:

1. Polos/sport shirts
2. Bags
3. Caps/headwear
4. Sweatshirts/hoodies
5. Jackets
6. T-shirts
7. Blankets/quilts
8. Button-ups/wovens
9. Uniforms/jerseys
10. Patches