

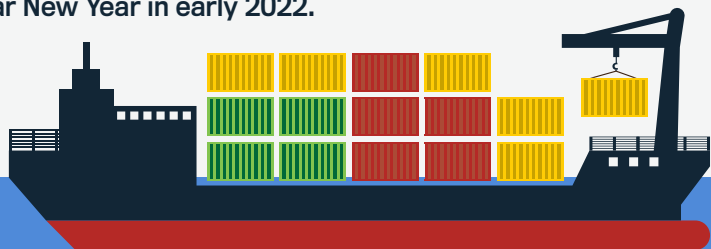
BY THE NUMBERS

# The Staggering Cost of Inflation

Price increases in the promo industry are being driven by soaring costs. These stats put the inflationary pressures in stark relief.

## COSTLY CONTAINERS

The vast majority of promo products sold in North America are manufactured in Asia and transported in cargo containers. Prices are actually down from the peaks seen in early autumn, but analysts predict they'll rise again in advance of China's Lunar New Year in early 2022.



### Cost of a cargo container from China/East Asia to the North American East Coast:

Early January 2021 \$5,394

Early January 2022 \$16,613

### Cost of a cargo container from China/East Asia to the North American West Coast:

Early January 2021 \$4,222

Early January 2022 \$14,070

(Freightos)

## 1982

The last time inflation - the increase in what **U.S. consumers pay for goods and services** - was this high. Inflation increased year-over-year by **6.8%** in November 2021.

## 4.6%

How much the **wages and salaries of private sector workers in the U.S.** increased for the 12-month period ending in September 2021.

(Bureau of Labor Statistics)

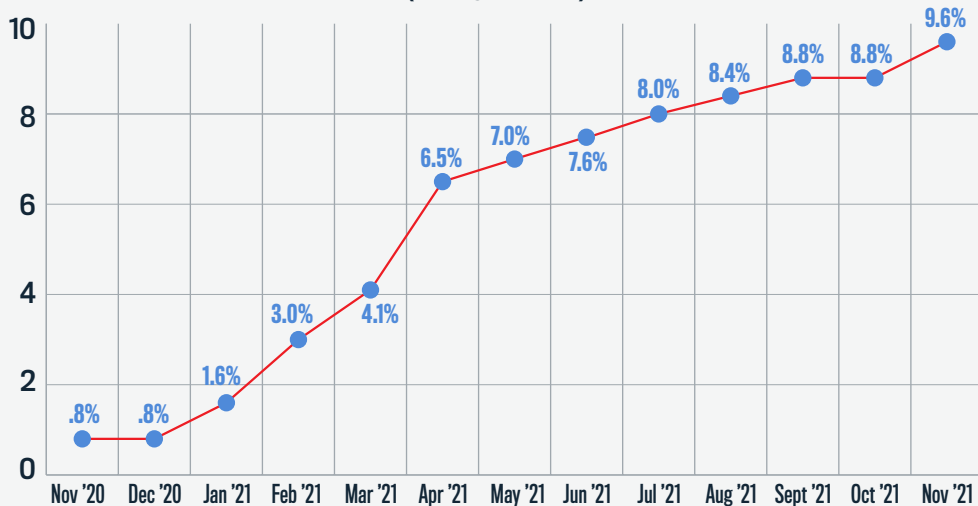
## \$3,000

The **additional price** a supplier would have to pay on a **\$100,000** order from China in early December 2021 compared to the year prior, owing solely to the U.S. dollar **deprecating 3%** against China's yuan.

## STICKER SHOCK

Wholesale prices increased **nearly 10% year-over-year** in November - the highest advance since records were first kept in 2010.

CHANGE IN WHOLESALE PRICES (YEAR OVER YEAR)



(Bureau of Labor Statistics)

AVERAGE RETAIL PRICE FOR A GALLON OF REGULAR GAS IN THE U.S.



(EIA)

AVERAGE RETAIL PRICE PER GALLON FOR DIESEL IN THE U.S.



COST INCREASE OF RAW MATERIALS AND UTILITIES (END OF NOVEMBER)

