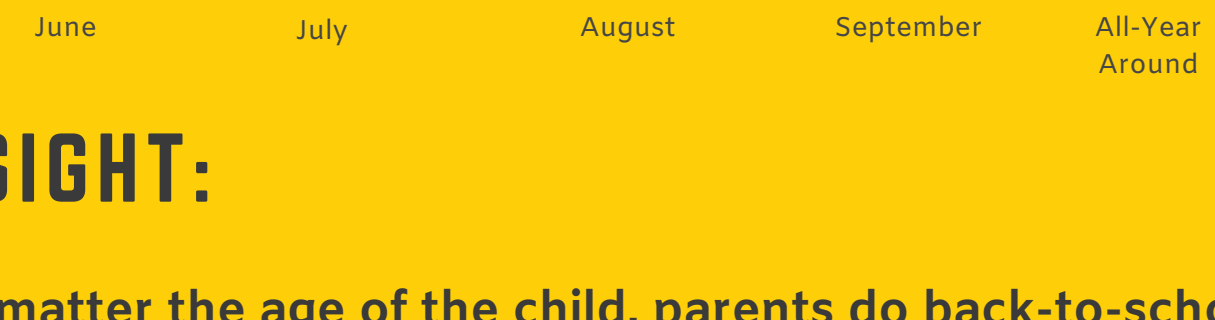


# WHAT YOU NEED TO KNOW ABOUT BACK-TO-SCHOOL SHOPPING



In 2019, it's expected that **\$26.2 billion** will be spent on back-to-school shopping. We wanted to learn more about the what, where, and why of back-to-school shopping so we can help you optimize your marketing efforts.

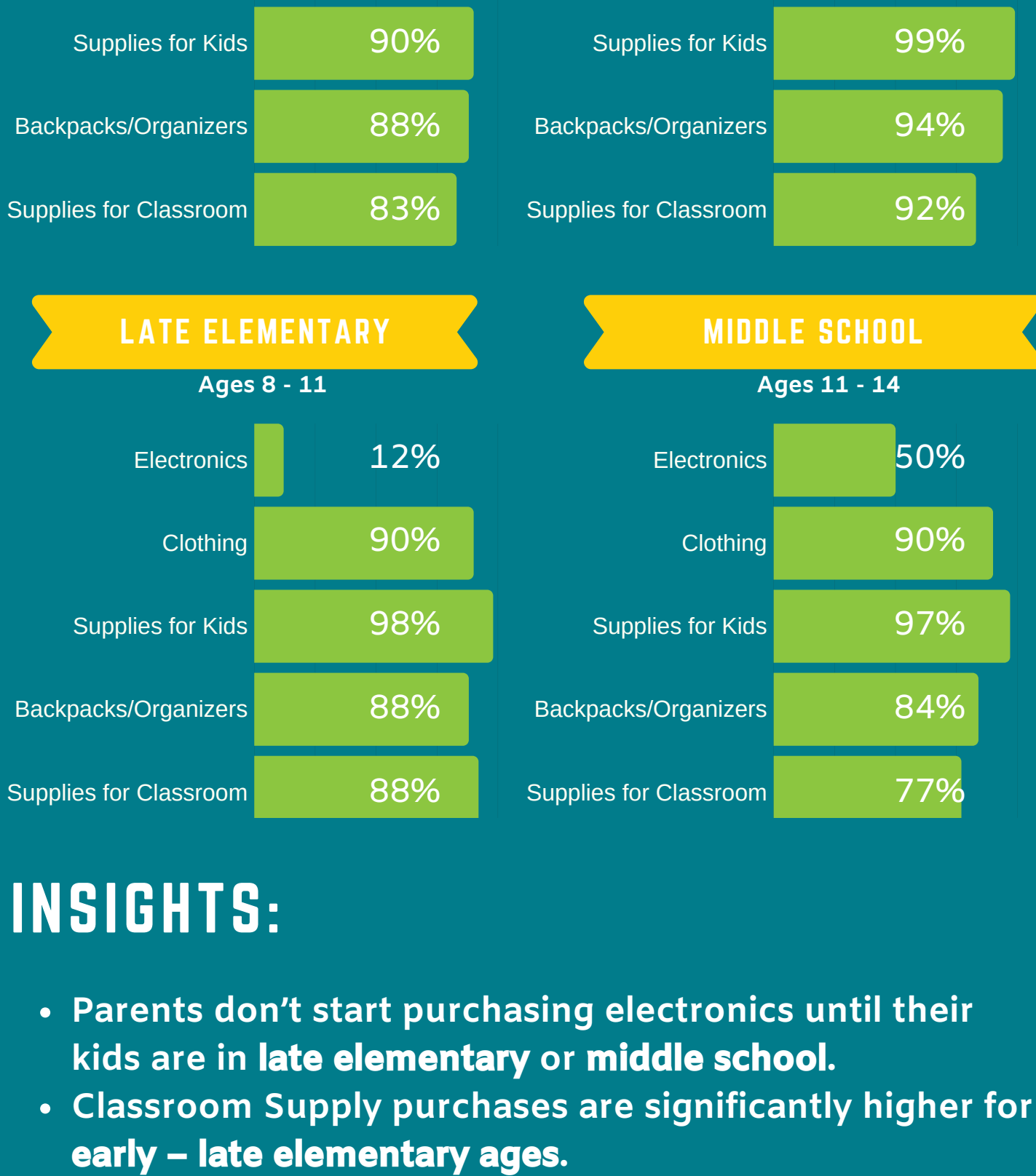
## QUESTION 1: WHEN DO YOU TYPICALLY SHOP FOR BACK-TO-SCHOOL?



### INSIGHT:

No matter the age of the child, parents do back-to-school shopping primarily in **July and August**.

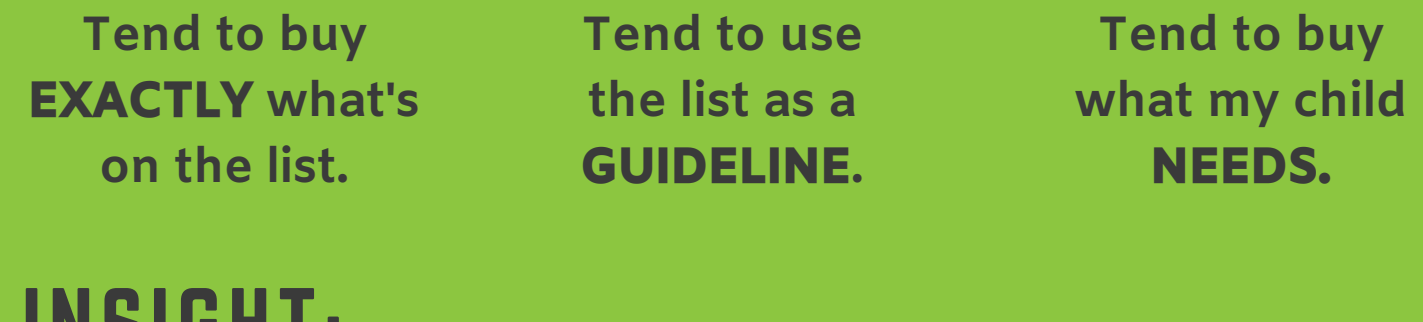
## QUESTION 2: WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY?



### INSIGHTS:

- Parents don't start purchasing electronics until their kids are in **late elementary** or **middle school**.
- Classroom Supply purchases are significantly higher for **early – late elementary** ages.
- Parents of **early elementary, late elementary** and **middle schoolers** are more likely to buy school supplies vs. **Pre-K / Kindergarten**.

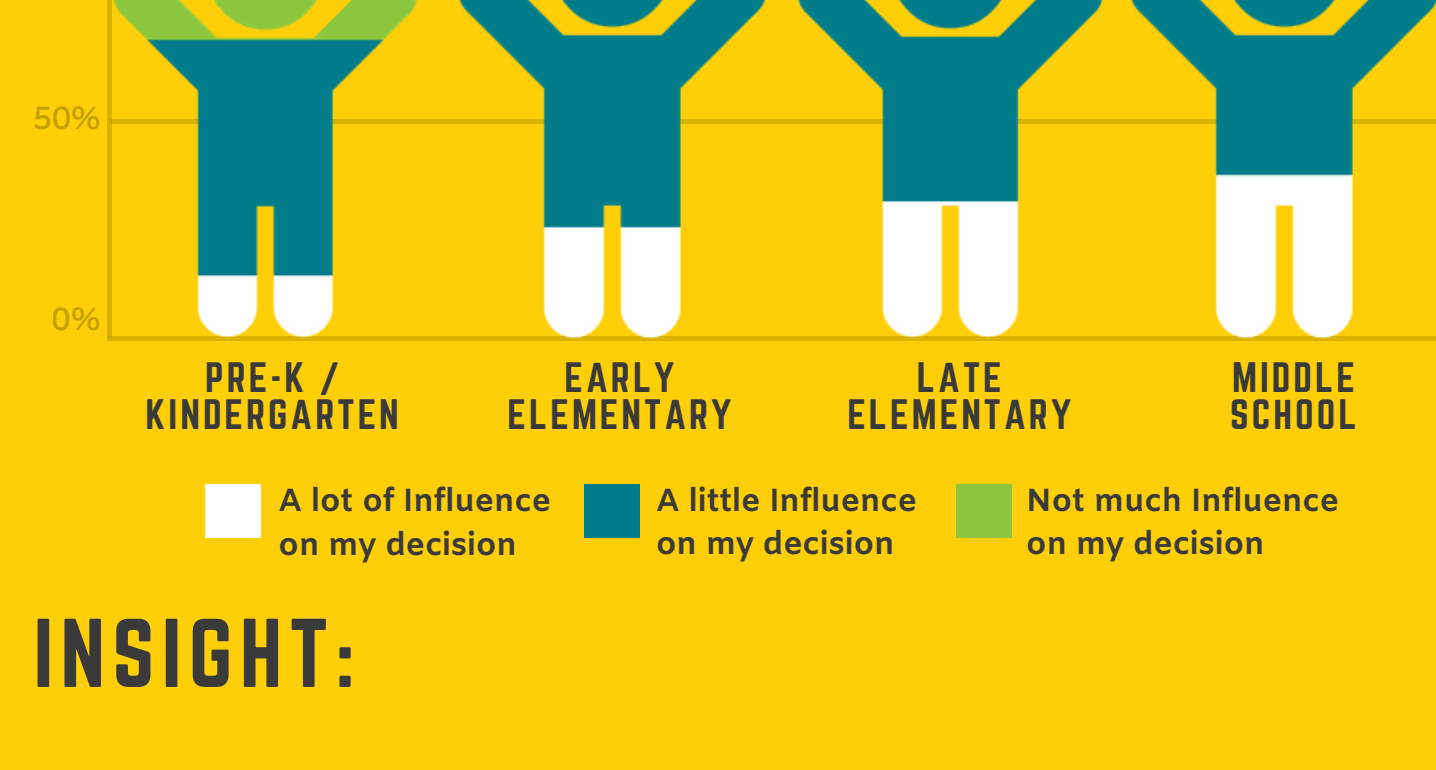
## QUESTION 3: HOW WELL DO YOU FOLLOW THE SCHOOL-SUPPLIED LIST?



### INSIGHT:

Parents seem to **closely follow** the list, so try and get on the **school supply list** from the start.

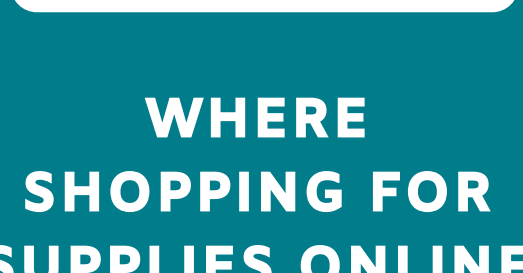
## QUESTION 4: HOW MUCH INFLUENCE DOES YOUR CHILD HAVE ON WHICH BRANDS TO BUY?



### INSIGHT:

The older the child gets, the greater degree they influence parents' purchase decisions - likely due to peer choice and advertising. Marketers should be engaging and communicating to **middle schoolers**, especially for **clothing and electronics**.

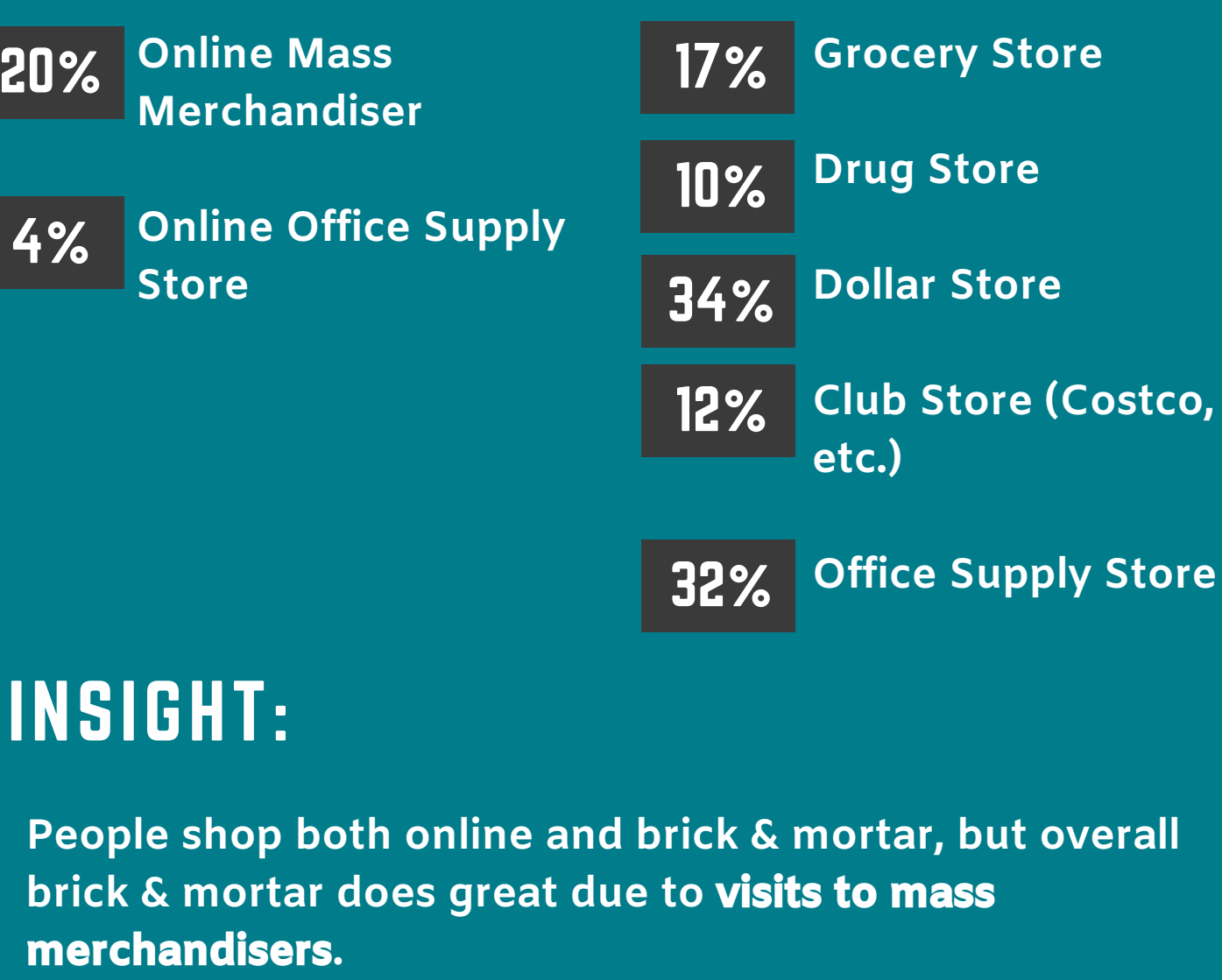
## QUESTION 5: WHERE DO YOU TYPICALLY SHOP FOR BTS SUPPLIES?



### WHERE SHOPPING FOR SUPPLIES ONLINE



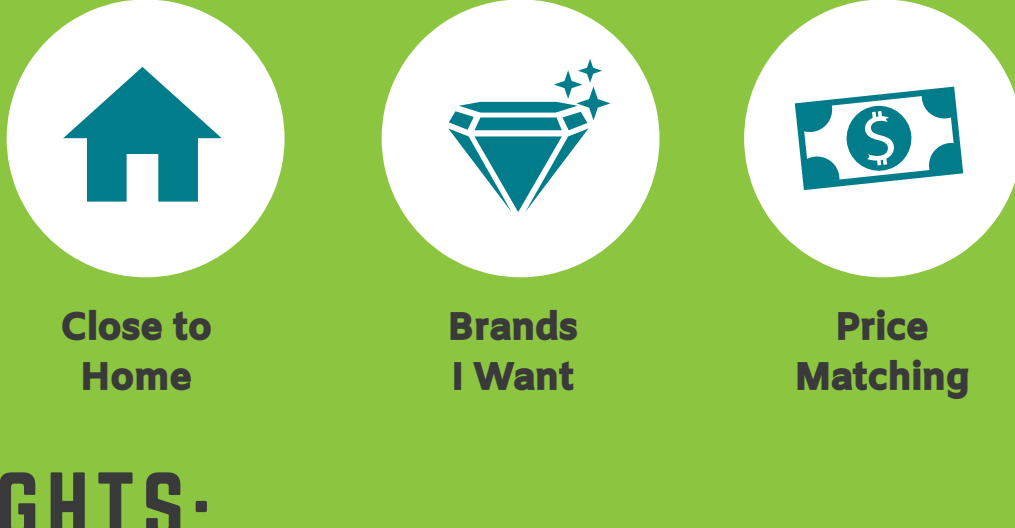
### WHERE SHOPPING FOR SUPPLIES AT BRICK & MORTAR



### INSIGHT:

People shop both online and brick & mortar, but overall brick & mortar does great due to **visits to mass merchandisers**.

## QUESTION 6: WHAT ARE THE DRIVERS OF STORE CHOICE?



### INSIGHTS:

- **Low prices and convenience** win overall in store choice.
- **Brands** only drive store choice for **25%** of back-to-school shoppers. Be sure your brand is where they shop.
- Price matching isn't critical, just be competitively priced.

### RESOURCES:

- <https://nrf.com/insightsholiday-and-seasonal-trends/back-school>
- Insights In Marketing Online Omnibus Study