

BACK-TO-SCHOOL SHOPPING TRENDS 2024



As summer winds down, parents across the country are gearing up for the annual back-to-school shopping season. This year, we're seeing some interesting trends in how and where families are purchasing school supplies, clothing, and tech essentials for their children. Let's dive into some of the current trends back-to-school shopping.

1.

ONLINE SHOPPING DOMINATES

- PARENTS PREFER CONVENIENCE OF E-COMMERCE
- MAJOR RETAILERS SEE SURGE IN ONLINE ORDERS
- BENEFITS: PRICE COMPARISON, REVIEWS, HOME DELIVERY



2.

TECH TAKES CENTER STAGE

- PARENTS INVEST MORE IN LAPTOPS, TABLETS, SOFTWARE
- EDUCATION INCREASINGLY TECH-DEPENDENT
- ELECTRONICS RETAILERS AND MANUFACTURERS SEE BOOST



3.

BUDGET-CONSCIOUS BUYING

- FAMILIES SEEK SAVINGS AMID INFLATION
- DISCOUNT AND DOLLAR STORES SEE MORE TRAFFIC
- PARENTS UTILIZE STATE SALES TAX HOLIDAYS



4.

ECO-FRIENDLY OPTIONS RISE

- PARENTS SEEK SUSTAINABLE SUPPLIES
- FOCUS ON RECYCLED, REUSABLE ITEMS
- LESS PACKAGING PRIORITIZED
- INFLUENCES SHOPPING CHOICES



5.

EARLY BIRD SHOPPING TREND

- PARENTS SHOP EARLIER TO AVOID RUSHES
- HELPS MITIGATE SUPPLY CHAIN ISSUES
- ALLOWS FOR SPREAD-OUT BUDGETING



As we can see, back-to-school shopping habits are evolving, with parents leveraging technology, seeking value, and balancing convenience with conscious consumption. By understanding these trends, both retailers and parents can navigate the busy back-to-school season more effectively.

Read our Blog for more data on back to school spending in 2024.