

## Back to School Shopping - US - January 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Consumers spend more than \$80 billion getting themselves and their children ready to go back to school. They're mission oriented and bargain hungry and favor retailers who can help them accomplish their goals of saving time and/or money."

– **Diana Smith, Associate Director - Retail & Apparel**

This report looks at the following areas:

While BTS (back to school) is a busy time, most shoppers have an optimistic mindset toward it and think it's fun. A scenario in which consumers have open wallets and open minds creates the perfect environment for retailers to amplify the fun aspect through experiential retailing, build customer relationships and establish loyalties that can last far after the school year begins.

- **Spending expectations**
- **Overall shopping participation**
- **Where BTS shoppers shop**
- **When BTS shoppers shop**
- **What consumers plan to buy**
- **Shopping influencers**
- **What consumers want from retailers and why**

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Majority of BTS budgets spent on clothes and electronics

Youth population shrinking

Macroeconomic factors bode well for BTS, at least for now

Enrollment levels have not recovered from the 2011 peak

### Market Size

Fewer shoppers in the market led to a reduction in spend for 2019/20

Figure 1: Consumers' planned back-to-school (K-12) and back-to-college spending, in current dollars, 2014-19

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Cause marketing

Understanding Gen Z subcultures

## The Consumer – What You Need to Know

Intended participation levels for upcoming year show signs of retraction

Balanced approach to shopping

Parents start shopping in June

Mass merchandisers and Amazon win the season

Most shopping occurs in the store

Clothes and supplies most likely to be purchased new

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