Back-to-School Shopping - US - January 2014

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"Many school supplies are necessary for a successful school year and others can be considered an investment for the future. To combat declines in anticipated spending, retailers have begun launching their BTS promotions earlier, integrating mobile devices into their marketing mix, and using rewards programs to confer promotions."
– Ika Erwina, Retail and Technology Analyst

This report looks at the following areas:

- How can retailers combat lingering price sensitivity?
- How do divergent generational shopping behaviors affect BTS marketing?
- Turning "showrooming" into BTS big-ticket purchases

This report explores levels of anticipated spending on BTS (back-to-school) supplies, sales, and marketing activities of companies active in this market, and attitudes and behavior of consumers as they plan for and manage their children's BTS needs.

Anticipated spending for K-12 (kindergarten through grade 12) BTS experienced a decline in 2013 due to the lingering effects of the latest recession. The average shopper with school-aged children estimated to put aside $634.78 on BTS supplies, electronics/computers, and accessories.

Many school supplies are necessities and so thrifty shoppers have been meeting their budgets using money-saving strategies such as using coupons, shopping at mass merchandisers and discount stores, and opting for bargain brands. For now, retailers have been responding by launching their BTS promotions earlier than ever before to help consumers spread the load, and to reach these spenders early.

As technological innovations continue to penetrate the daily lives of consumers, companies should increasingly integrate such strategies as mobile apps, digital coupons, online sales, and interactive websites into their existing marketing mix. Meanwhile, traditional approaches such as print ad coupons and rewards programs continue to have much value. Future success will likely entail providing shoppers with a multipronged, multichannel approach that merges the mobile, internet, and in-store experience in a meaningful, effective way.

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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