

Back to School Shopping - US - January 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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BTS (back-to-school) is the second-largest retail event of the year, behind only the winter holiday shopping season. Total back to school shopping (including both grade school and college) will result in close to \$68 billion in sales in 2015. Mintel survey data indicate that parents view back to school as basically an essential, rather than just a discretionary purchase.

This report looks at the following areas:

- Little growth seen in a stagnant market
- Digital fails to boost spend
- Almost all parents go back to school shopping – and many like it

However, growth has been stagnant in this category in recent years, and parents seem eager to take advantage of savings opportunities like tax free weekends, price match programs and shopping in dollar stores. This trend may be due in part to an uncertain economy that has made parents reluctant to spend big after some more extravagant spending shortly after the end of the recession. The increasing focus on digital textbooks and tools may also be lessening the need to purchase some supplies. In this report, Mintel looks at trends in the back-to-school shopping space and identifies potential opportunities for growth.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Little growth seen in a stagnant market

Figure 1: Total planned US back-to-school spending, at current prices, 2010-15

Digital fails to boost spend

Figure 2: Anticipated spend on electronics for back to school, by gender and age, November 2015

Almost all parents go back to school shopping – and many like it

Figure 3: Attitudes toward back to school shopping, November 2015

The opportunities

Battle for the budget

Figure 4: Retailers shopped for back to school (either in-store or online), November 2015

Offer the right products – at the right time

Think smart when it comes to digital

Be sensitive to life stages and different needs

What it means

The Market – What You Need to Know

Slow growth seen in sales

School budgets tighten

Convenience is king

Teens turn their backs on brands

Market Size

Economic trends, technology purchases play a role

Figure 5: Total planned US back-to-school spending, at current prices, 2010-15

Figure 6: Total planned US back-to-college spending, at current prices, 2010-2015

Market Factors

School enrollment is flat

Figure 7: US. school enrollment, 2010-2014

Budgets are getting slashed

Tax-free holidays drive timing

Schools go digital

Key Players – What You Need to Know

Save them time to win their dime

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It's all about Brand You
Digital dawns

What's Working?

Do it their way
Be the one-stop-shop

What's Struggling?

It's all in the timing...
...and not about the brand
Ethical beats edgy

What's Next?

Textbooks go digital
Taking back to school lists online

The Consumer – What You Need to Know

Who doesn't shop for back to school?
Walmart is in the winner's circle
Clothing costs the most
Shopping can still be fun

Participation in Back to School Shopping

Everyone shops for back-to-school
Figure 8: Back-to-school shopping participation, by age of children in household, November 2015

Lowest earners less likely to shop
Figure 9: Back-to-school shopping participation, by household income, November 2015

Moms more likely to shop for back to school
Figure 10: Back-to-school shopping participation, by gender and age, November 2015

Anticipated Spending for Upcoming BTS Season

Younger dads may be bigger spenders
Figure 11: Back-to-school shopping anticipated spend, by generation and parental status, November 2015

Few plan to cut back
Figure 12: Back-to-school shopping anticipated spend, by household income, November 2015

Room to increase spending among Asian parents
Figure 13: Back-to-school shopping anticipated spend, by race/Hispanic origin, November 2015

Retailers Shopped for Back to School

Walmart is the winner
Figure 14: Retailers shopped for back-to-school, November 2015

Younger parents are Target fans
Figure 15: Retailers shopped (in-store or online) for back to school, by gender and age, November 2015

Amazon, Target, more popular with the affluent

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Figure 16: Retailers shopped for back-to-school (in-store or online), by household income, November 2015

Affluent, web users rely on Amazon and Walmart online

Figure 17: Retailers shopped online for back-to-school, by household income, November 2015

Anticipated Spend by Category

Apparel dominates spend

Figure 18: Anticipated spend by category for back-to-school, November 2015

Young dads more likely to spend on shoes, gadgets

Figure 19: Anticipated spend by category for back-to-school, by gender and age, November 2015

Shoes, supplies more of a priority for older kids

Figure 20: Anticipated spend by category for back to school, by age of children in household, November 2015

Attitudes toward Back to School Shopping

Quality matters more than price

Figure 21: Attitudes toward back to school shopping, November 2015

Shopping more enjoyable for younger parents

Figure 22: Attitudes toward back-to-school shopping, by gender and age, November 2015

Blacks, Hispanics value quality, getting it right

Figure 23: Attitudes toward back-to-school shopping, by race/Hispanic origin, November 2015

Back to School Shopping Influencers

School lists a top factor

Figure 24: Influencers on back-to-school shopping (any rank), November 2015

Younger parents more eager for advice

Figure 25: Influencers on back-to-school shopping (any rank), by gender and age, November 2015

Lower-income parents focus on school requirements

Figure 26: Influencers on back-to-school shopping (any rank), by household income, November 2015

Desired Improvements to Back to School Shopping

Free shipping, convenience most desired

Figure 27: Desired improvements to back-to-school shopping, November 2015

No-hassle returns more important for older parents

Figure 28: Desired improvements to back-to-school shopping, by gender and age, November 2015

Bundles a good way to appeal to bargain hunters

Figure 29: Desired improvements to back-to-school shopping, by household income, November 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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Appendix – Market

Figure 30: Changes in state spending per student, 2008-15

Figure 31: Student access to digital devices, 2013

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