

Back to School Shopping - US - January 2018

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This report looks at the following areas:

positive year-over-year (YOY) spending is also very likely if current macroeconomic factors hold through the first half of the year.

- How effective are advertisements?
- Traditional retailers are losing some back-to-school shoppers to mass merchants including Amazon

During the past two school seasons (2016 and 2017), both parents and college students planned to increase their annual spending, going against trend. This could result in more of a “make do” year for the upcoming 2018 season, but given favorable factors like higher income and consumer confidence, as well as increased college enrollments, positive year-over-year (YOY) spending is also very likely if current macroeconomic factors hold through the first half of the year.

"Back-to-school shopping is a much hyped annual event for good reason: For the 2017 school season, consumers planned to spend over \$83 billion for the occasion. During the past two school seasons (2016 and 2017), both parents and college students planned to increase their annual spending, going against trend. This could result in more of a “make do” year for the upcoming 2018 season, but given favorable factors like higher income and consumer confidence, as well as increased college enrollments, positive year-over-year (YOY) spending is also very likely if current macroeconomic factors hold through the first half of the year.

- Alexis DeSalvo

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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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