

## Back to School Shopping - US - January 2019

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"The BTS (back-to-school) shopping season is the second largest retail sales period of the year behind the winter holidays, representing a key time for retailers to engage with both parents and kids and also to build relationships and loyalty that may be leveraged at other shopping moments."

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

This report looks at the following areas:

- Spending and expected participation levels
- Planned purchases
- Shopping timeframe
- Preferred retailers
- Influencers
- What consumers want from retailers

BTS (back-to-school) shopping was estimated to reach \$80 billion in 2018. iGens and their Millennial parents should be a focus, but shoppers do span generations, making it a key time period to build up relationships and establish loyalty that can last a lifetime. Shoppers are still buying the same basic items – clothes, supplies and electronics (to a degree) – but doing so in different ways than in the past, with digital connectivity a common thread.

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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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Over \$80 billion strong

Clothes and electronics comprise majority of budgets

Youth population stagnates

Think single

Favorable economic climate

Education not a nominal expense

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Status quo in 2018

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Highest estimated college spending on record

Figure 2: Consumers' planned back-to-school (K-12) and back-to-college spending, in current dollars, 2013-18

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