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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Be the one-stop-shop

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