

BACK TO SCHOOL

BY THE NUMBERS

2019 is looking to be a banner back-to-school shopping season for retailers – and we've got the stats to prove it.



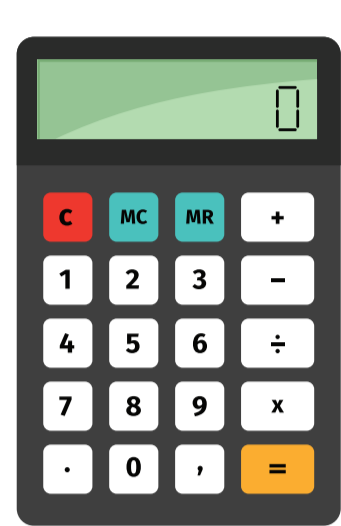
77%
OF FAMILIES
are beginning their
BACK-TO-SCHOOL SHOPPING
a month to two months out
from the start of school



K-12 CONSUMERS PLAN TO SPEND:



\$15.1 BILLION
on back-to-school clothing



\$6.5 BILLION
on electronics such as
computers or calculators



\$5.6 BILLION
on shoes



\$6 BILLION
on school supplies such as
notebooks, folders, pencils,
backpacks and lunchboxes

WHERE WILL K-12 CONSUMERS SHOP?

department store 57%



online 55%



discount store 52%



clothing store 51%



office supply store 35%



electronics store 23%



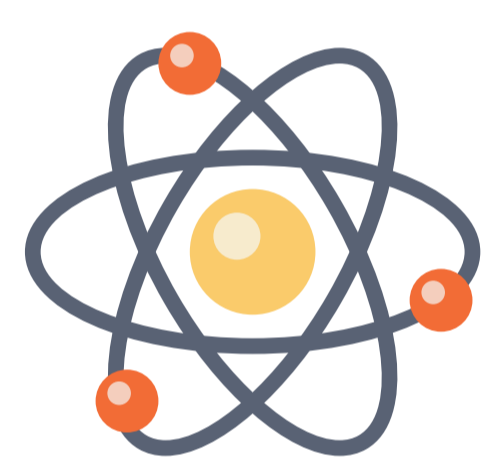
drug store 15%



thrift store 15%



catalog 4%



average back-to-school
spending per household



53%
of parents plan
TO USE MOBILE
for some
back-to-school shopping



34%
plan to take advantage
of shopping
conveniences like
buying online and
picking up in store



66%

regularly look for

back-to school

DEALS



expected total
spending on school
supplies for K-12
and college



82%
OF PARENTS
are looking forward to
THEIR CHILD'S RETURN
to school this fall

