Back to School Shopping - US - January 2015

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"With many retailers expanding the scope of their price matching policies, differentiating based on low prices is becoming increasingly difficult. However, shoppers' trust is an increasingly important currency that can be exchanged for engagement."
– Bryant Harland, Technology and Media Analyst

This report looks at the following areas:

- Back-to-school shopping participation
- Differentiation in back-to-school sales: Beyond discounts
- In-store and online back-to-school shopping

Anticipated back-to-school shopping spending has remained steady since 2010. In 2014, consumers reported they planned to spend just under $75 billion on back-to-school in total (including both kindergarten through grade 12 and college spending), marking a slight increase from 2013. However, retailers face a growing challenge in the heightened demand for multichannel experiences across all retail categories.

This report explores what consumers want out of the retail experience when back-to-school shopping as well as the prominence of online and in-store purchasing. Other topics explored in this report include the types of information used on path to purchase, back-to-school shopping opinions, and both college and shopping for grades kindergarten through 12.

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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