Back to School Shopping - US - January 2017

Report Price: £3239.54 | $3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

With planned BTS (back-to-school) shopping reaching almost $76 billion in 2016, the season is a vital opportunity for retailers to connect with young shoppers, build relationships, and introduce new products.

This report looks at the following areas:

- **Market tends to be cyclical and consumers uncertain in post-election landscape**
- **Little growth in school-age population and stagnant enrollment challenges market**

While challenges to the BTS market include limited growth in family household incomes and stagnant school enrollment, the vast majority of college students and parents with school-age kids participate in back-to-school shopping. Digitally savvy shoppers have been embracing BTS omni-channel retailing and using a range of traditional and online tools to shape their purchasing choices. Opportunities lie in meeting consumer interest in innovations that can make BTS shopping easier, more efficient, more customized, and more fun.

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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