

RECENT IN RETAIL

BACK-TO-SCHOOL SHOPPING

An impending recession and uncertainty around how to reopen classrooms is leading to a back-to-school season that's anything but textbook. Between changes in category spending, shifts in shopping channels and new challenges from the effects of social distancing, brands should be ready to focus on safety and savings.

New schooling realities = new priority spending



Personal Hygiene



Electronic Gadgets



Computer Hardware



School Supplies



Clothing & Accessories

2020 ESTIMATED BTS PT CHANGE VS YA

Similar to prior years, most BTS dollars will be spent on clothing and school supplies. However, with growing safety and economic concerns, shoppers are reevaluating their approach and shifting their dollars to other categories.

Purchases around personal safety and remote learning are new priorities for the 2020 academic year. On top of that, a fear of their child falling behind in school is causing 51% of parents to increase spend on virtual learning tools.

Back-to-school shoppers are heading back to brick & mortars



BRICK & MORTAR

43%



ONLINE

37%



UNDECIDED

20%

2020 BTS ESTIMATED DOLLAR SHARE BY CHANNEL

Although social distancing protocols have somewhat reduced foot traffic in brick & mortar stores, 66% of surveyed shoppers plan to do their BTS shopping in store. In addition, drug and c-stores can expect to see growth as some shoppers prefer to remain close to home during the pandemic.

Online BTS shoppers are big spenders



\$100+

Although 43% of BTS dollars will be spent at brick & mortar retailers, online shoppers tend to be less conservative with their purchases. Sixty percent of online BTS shoppers report that they'll spend more than \$100 per child — compared to 44% of brick & mortar shoppers.

Convenience and price are fueling back-to-school appetites



Whether kids are lunching at home or in school, 87% of parents rank value as their top priority vs. satisfying taste buds. So, while clothing and school supplies have traditionally been the main focus of BTS, this season the edible category is seeing equal growth. This change of pace could lead brands to introduce better ready-to-serve and bundled options for price conscious parents

What should brands expect?



LESS SHARING, MORE BUYING

Expect more demand for supplies as less sharing and more disposable products are used in the classroom.



FLEXIBLE STRATEGIES

Back-to-school timelines have not been finalized — be ready to respond to different market approaches.



STRONGER ONLINE PRESENCE

More parents are heading online for BTS purchases — have a plan to reach this growing market.



STOCKPILING AND SHORTAGES

Be prepared for shoppers to return to panic purchases when it comes to BTS essentials.



CONSERVATIVE SPENDING

As recession worries continue to grow, more Americans will be looking for deals to help save.

As parents keep safety, convenience and value in mind — how are you planning to adjust to this season's back-to-school needs? We can help.

TRENDING INSIGHTS

CROSSMARK®
Smarter Way. Faster Growth.

IRI Data Jun-Sept 2019.
Deloitte: COVID-19 Charts Uncertain Course for Back-to-School, Back-to-College Season
<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-cb-2019-back-to-school-report.pdf>
<https://www.shopkick.com/partners/blog/back-to-school-shopping-habits-survey-results/>
<https://chainstoreage.com/survey-back-school-shopping-lists-look-different-year-amid-covid-19>
<https://www.merkleinc.com/blog/things-every-retailer-should-consider-ahead-back-school-season>
<https://www.krqe.com/health/coronavirus-resources/new-mexico-reentry-task-force-publishes-school-reopening-recommendations/>
<https://www.prnewswire.com/news-releases/deloitte-covid-19-charts-uncertain-course-for-back-to-school-back-to-college-season-301090016.html>