

INDUSTRIES & MARKETS

Back-to-school market

Table of Contents

01 Overview

School enrollment in public and private schools U.S. 1965-2030	
Enrollment in public elementary and secondary schools U.S. 2021, by state	
Leading consumer spending events by expected average spend in the U.S. 2022	
Combined back-to-school and back-to-college spending in the U.S. 2007-2023	
Back-to-school spending in the U.S. 2006-2023	
Estimated total U.S. back to school expenditure by category 2023	

02 Average spending

Back-to-school shopping expenditure expectations of U.S. households 2023	
Average back-to-school spending per household in the U.S. 2023	
United States: expected back-to-school spending of parents per child 2013-2023	
Expected spending by U.S. parents on back-to-school items by category 2023	
Breakdown of U.S. back to school expenditure by category 2023	

03 Consumer behavior

United States: share of shoppers buying school supplies 2023, by category	
Share of U.S. back-to-school shoppers' spending by sales channel 2022	
U.S. back-to-school shoppers who plan to buy pre-configured kits 2016-2022	
Leading reasons why U.S. back-to-school shoppers buy pre-configured kits 2022	
Back-to-school spending influenced by children in the U.S. by category 2023	

Usage of social media sites to assist U.S. back-to-school shopping 2011-2023	21
U.S.: ways parents use social media for back-to-school shopping 2023, by generation	22
Number of students back-to-school consumers are shopping for in the U.S. 2023	23
U.S.: leading reasons to buy specific brands when shopping for BTS supplies 2022	24
U.S.: leading action taken if preferred school supply brand is not available 2022	25

04 Shopping time period and locations

U.S. consumers who plan to do their back-to-school shopping sooner or later 2023	27
Share of U.S. consumers that started their back-to-class shopping by July 2019-2023	28
Planned time to shop for back-to-school supplies in the U.S. 2023	29
Back-to-school shopping in the U.S.: anticipated shopping locations 2023	30
Leading stores parents will likely visit for back to school shopping in the U.S. 2023	31
Number of stores households expect to visit for back-to-school shopping U.S. 2022	32

05 Impact of inflation

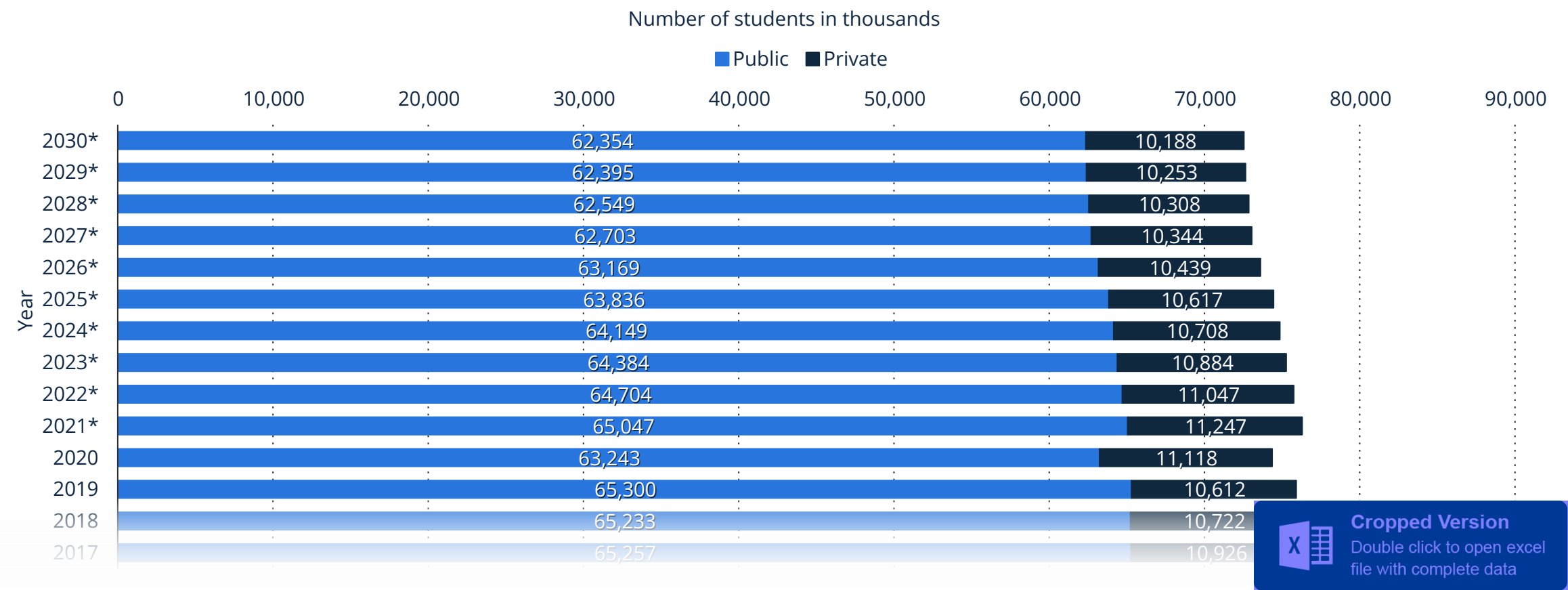
Impact of inflation on back-to-school shopping among consumers in the U.S. 2023	34
Impact of inflation on brand/product choice among U.S. back-to-school shoppers 2023	35
Impact of the state of the economy on back-to-school shopping in the U.S. 2019-2023	36
Share of U.S. shoppers trying to save while buying back-to-school supplies 2019-2022	37

CHAPTER 01

Overview

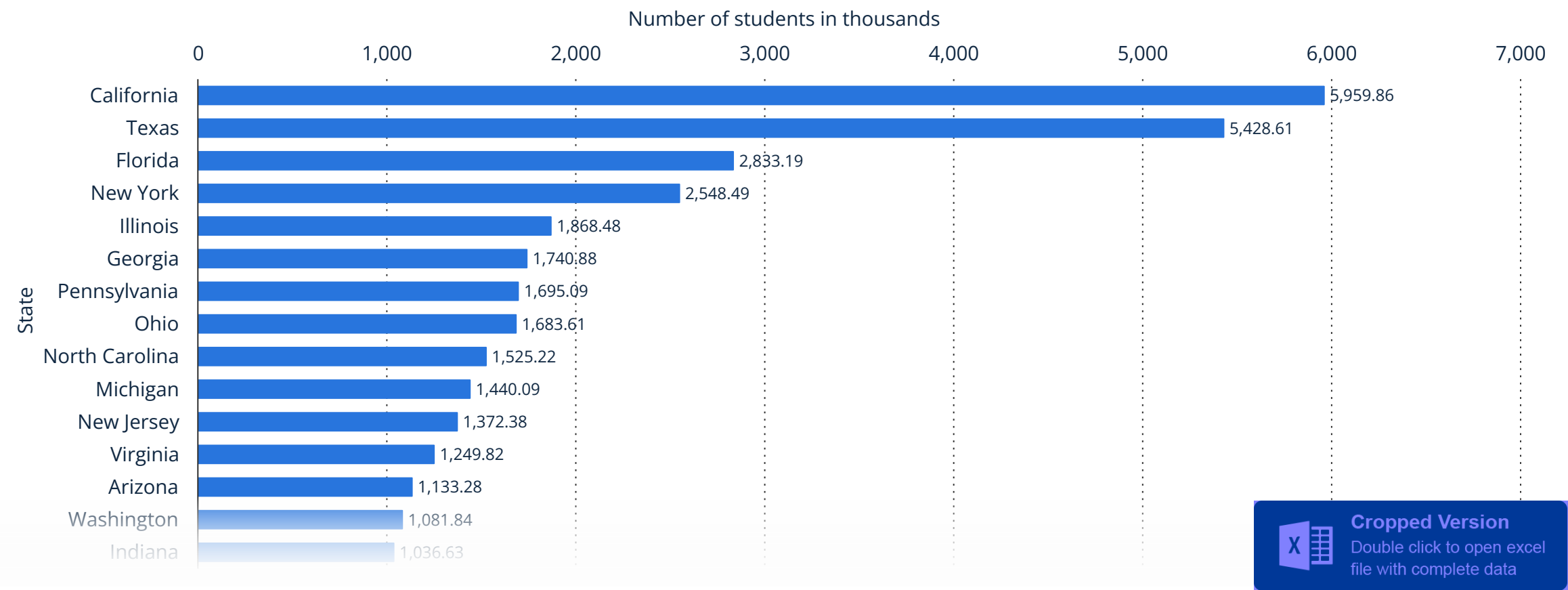
School enrollment in the United States from 1965 to 2020 for all levels of public and private schools, with projections up to 2030 (in 1,000s)

School enrollment in public and private schools U.S. 1965-2030



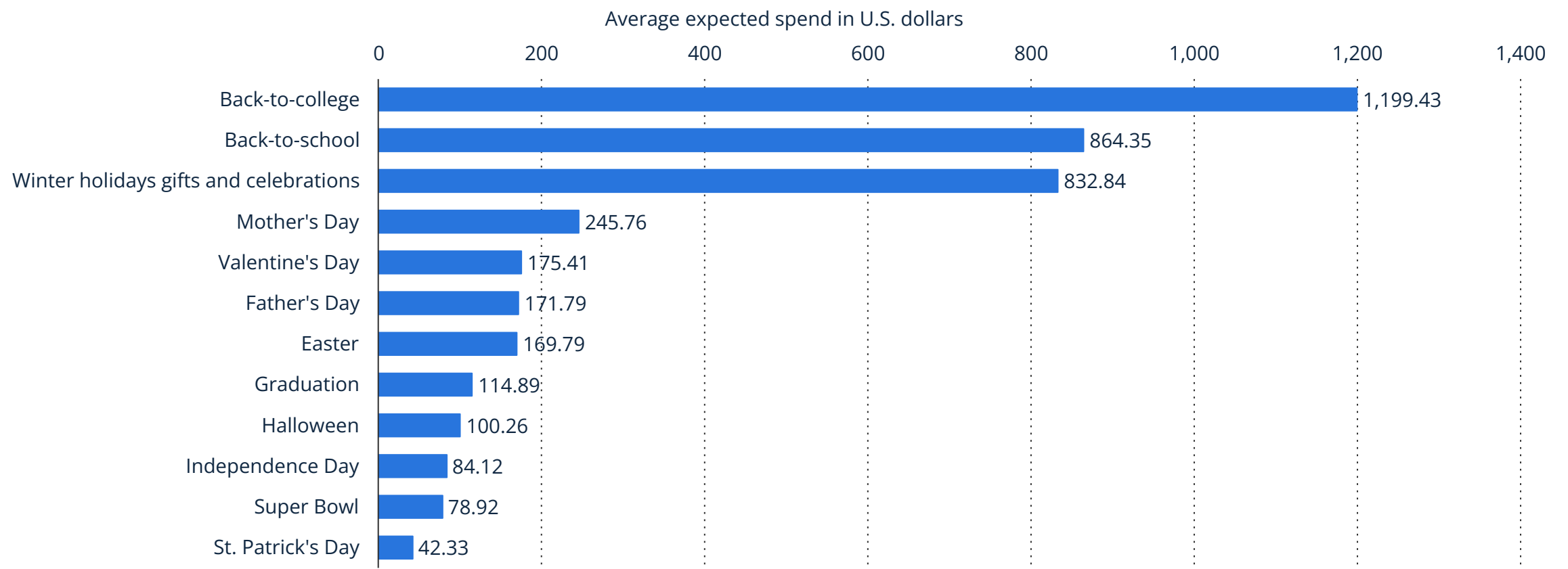
Enrollment in public elementary and secondary schools in the United States in 2021, by state (in 1,000s)

Enrollment in public elementary and secondary schools U.S. 2021, by state



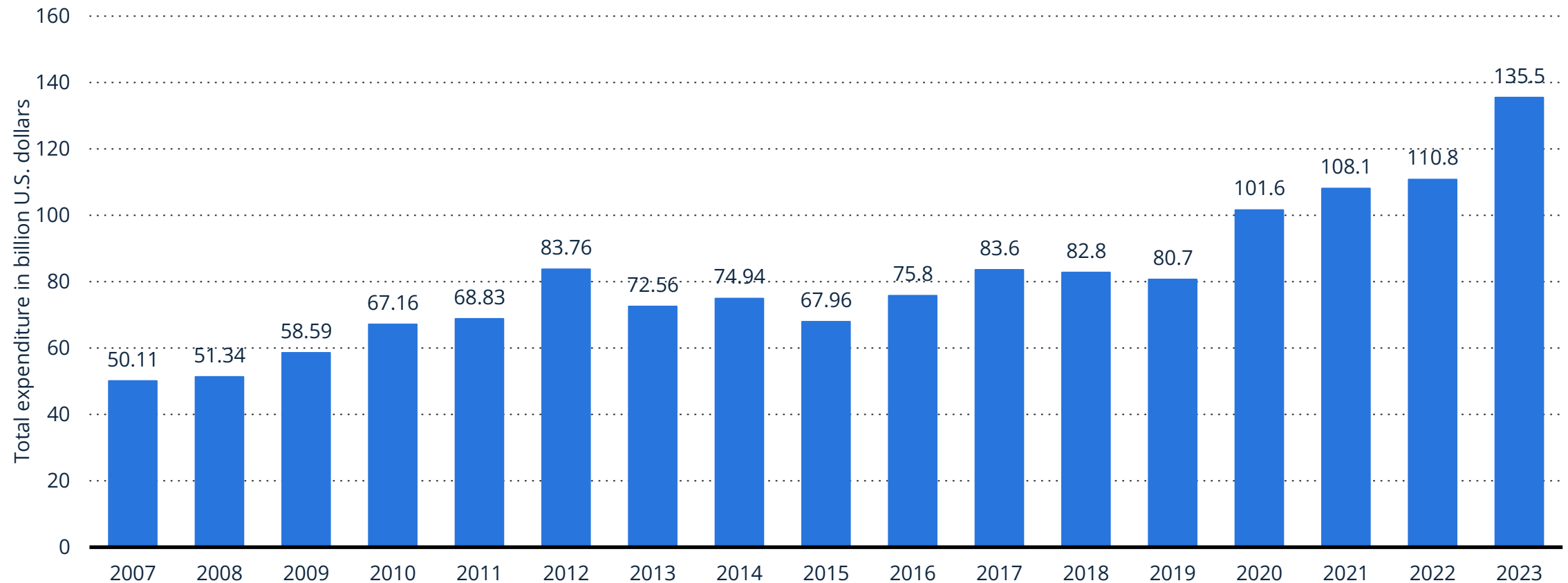
Leading consumer spending events by average expected per capita spend in the United States in 2022 (in U.S. dollars)

Leading consumer spending events by expected average spend in the U.S. 2022



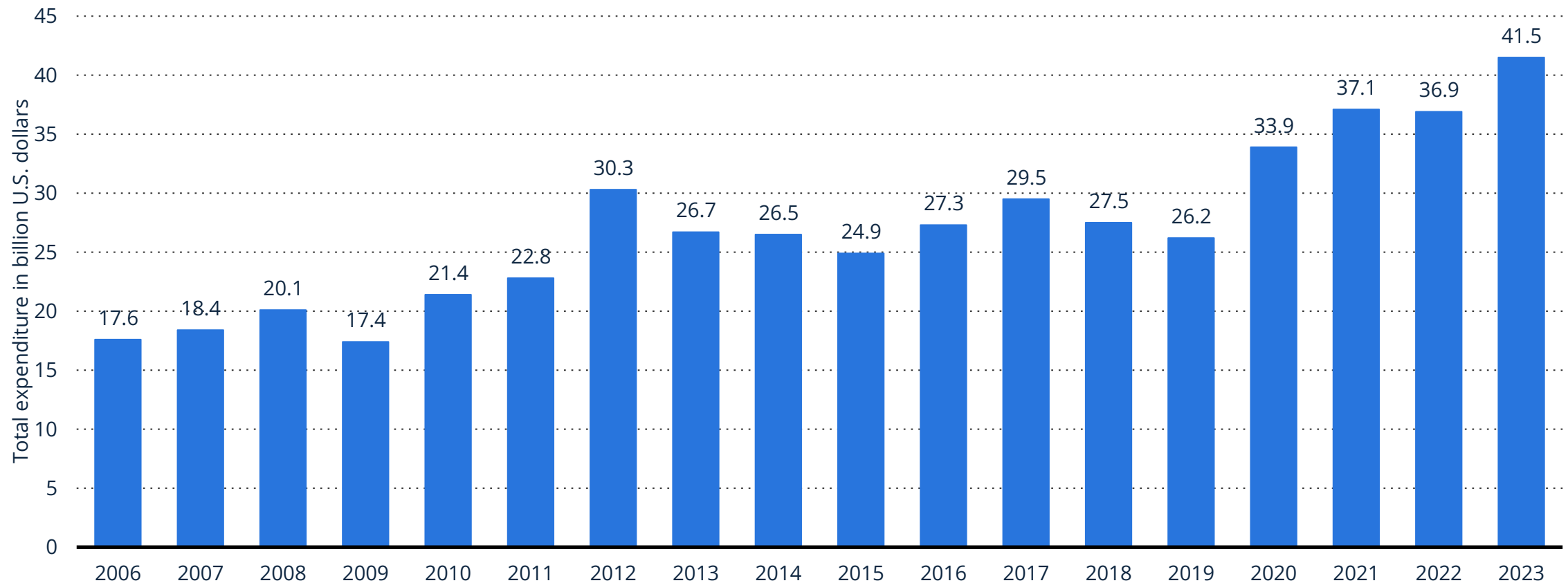
Total combined planned back-to-school and back-to-college expenditure in the United States from 2007 to 2023 (in billion U.S. dollars)

Combined back-to-school and back-to-college spending in the U.S. 2007-2023



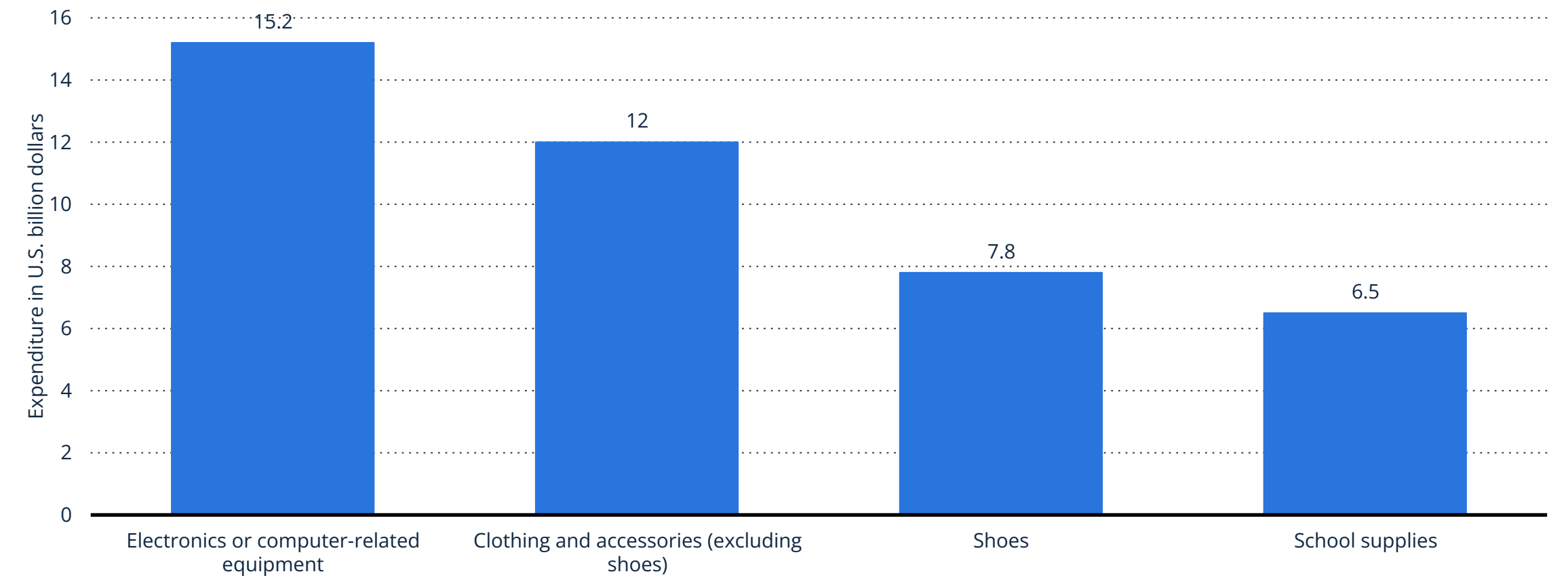
Total planned back-to-school expenditure in the United States from 2006 to 2023 (in billion U.S. dollars)

Back-to-school spending in the U.S. 2006-2023



Estimated back-to-school market spend in the United States in 2023, by product category (in billion U.S. dollars)

Estimated total U.S. back to school expenditure by category 2023

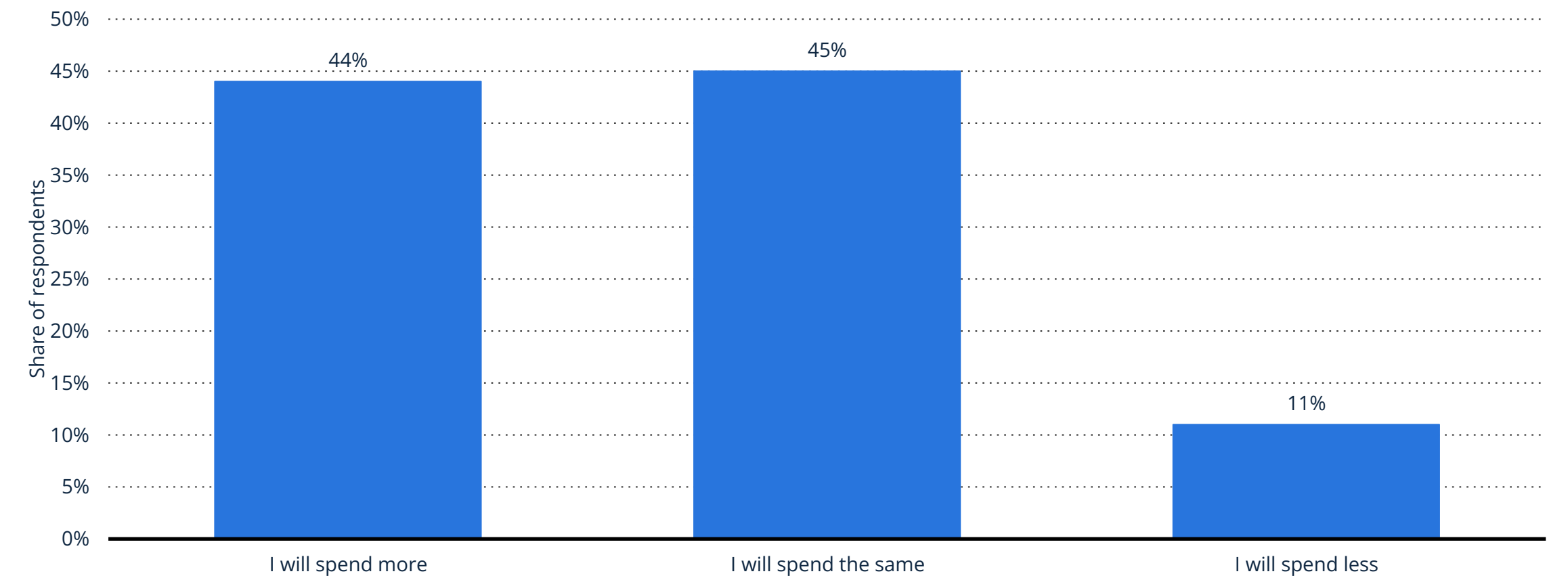


CHAPTER 02

Average spending

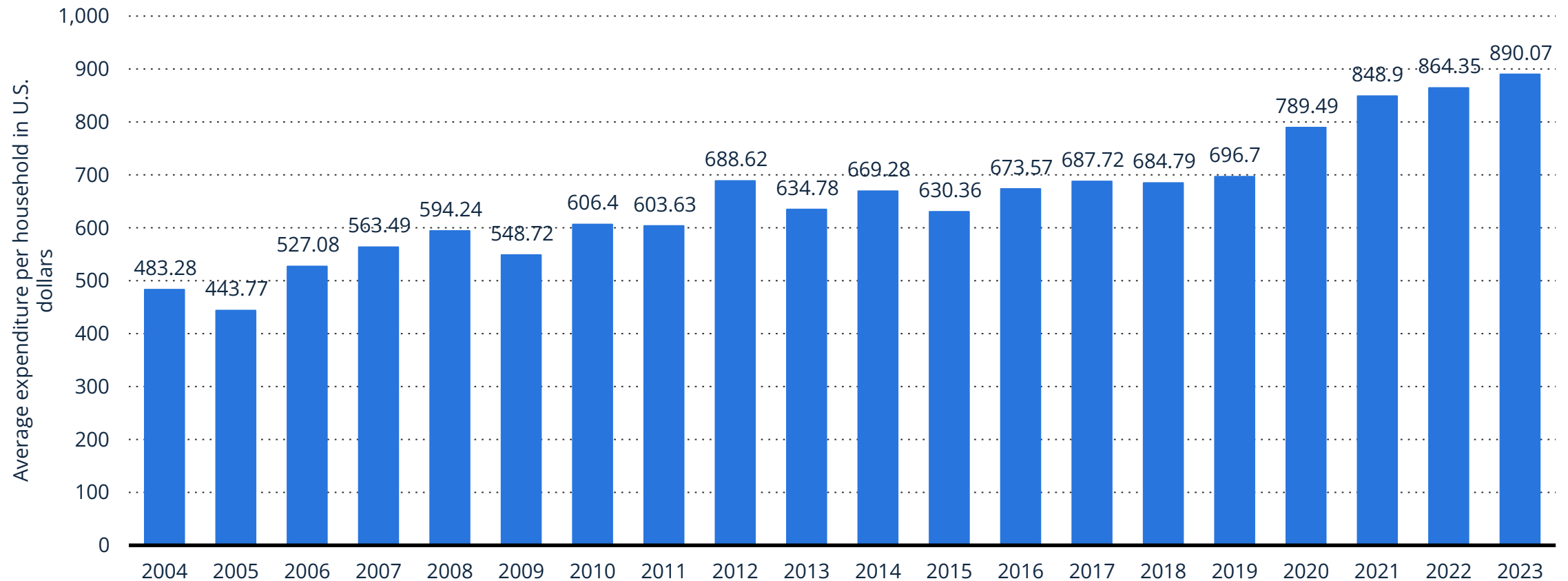
Compared to last year, does your household expect to spend more or less on back-to-school shopping?

Back-to-school shopping expenditure expectations of U.S. households 2023



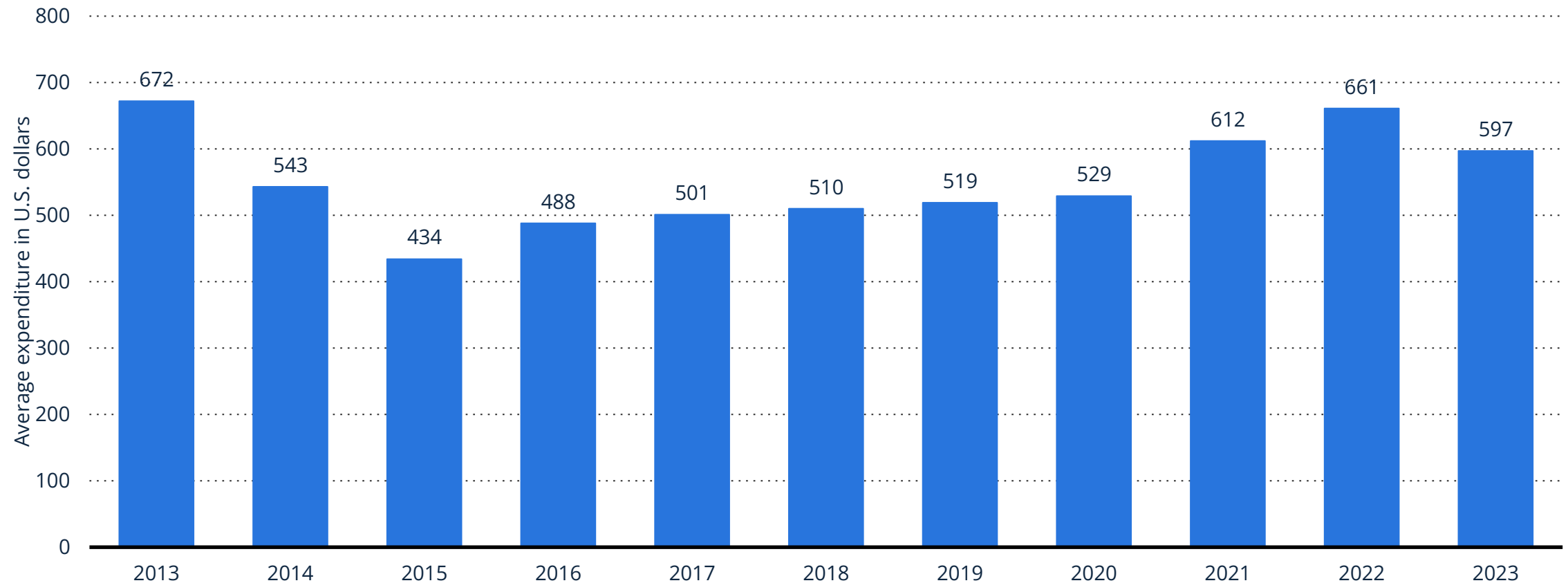
Average planned back-to-school spending per household in the United States from 2004 to 2023 (in U.S. dollars)

Average back-to-school spending per household in the U.S. 2023



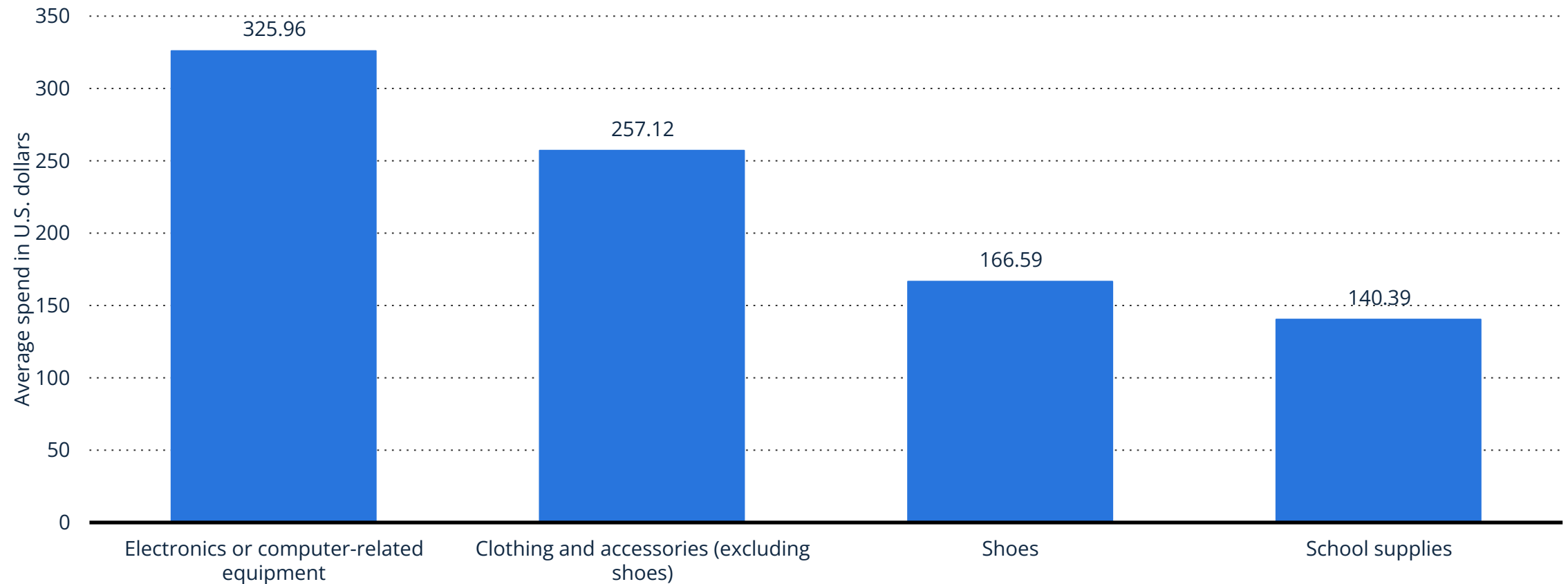
What is the total amount you [parent] expect to spend on back-to-school items per child this season?

United States: expected back-to-school spending of parents per child 2013-2023



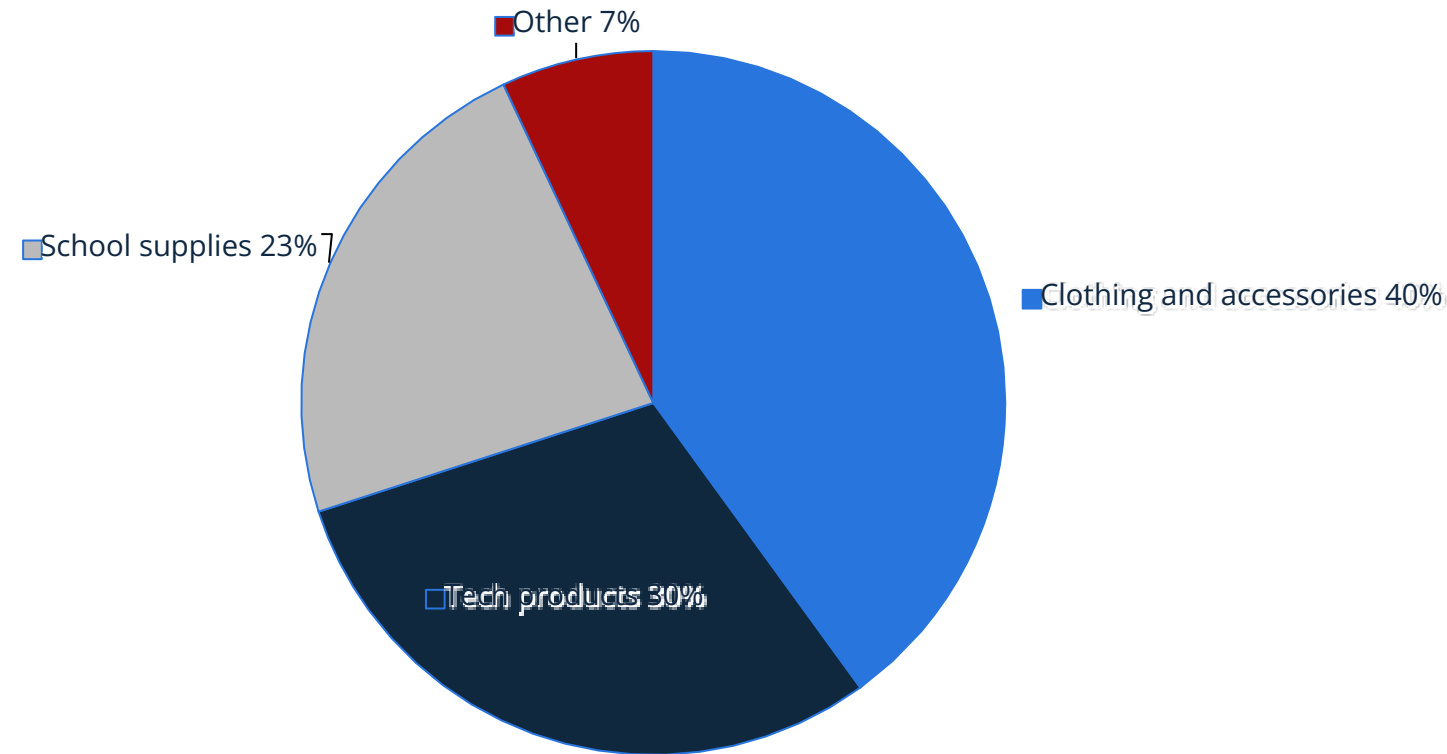
How much do you expect to spend on back-to-school shopping in each of the following areas?

Expected spending by U.S. parents on back-to-school items by category 2023



Share of back-to-school spending in the United States in 2023, by product category

Breakdown of U.S. back to school expenditure by category 2023

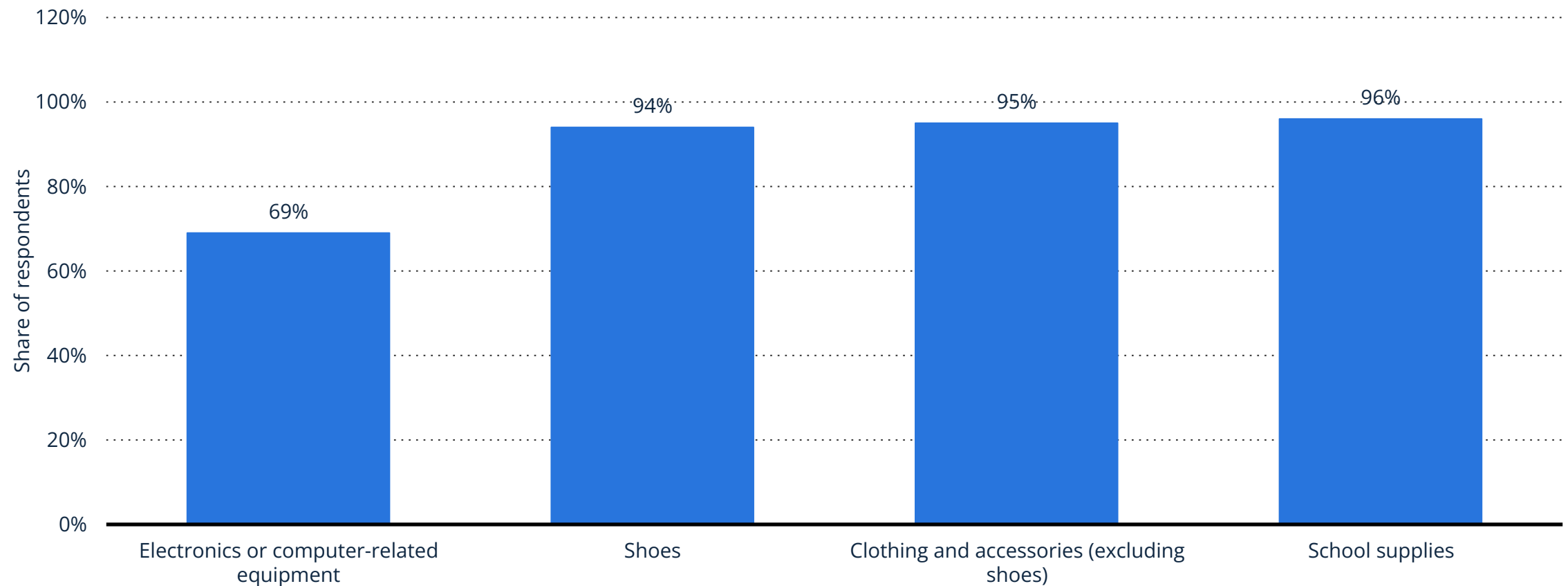


CHAPTER 03

Consumer behavior

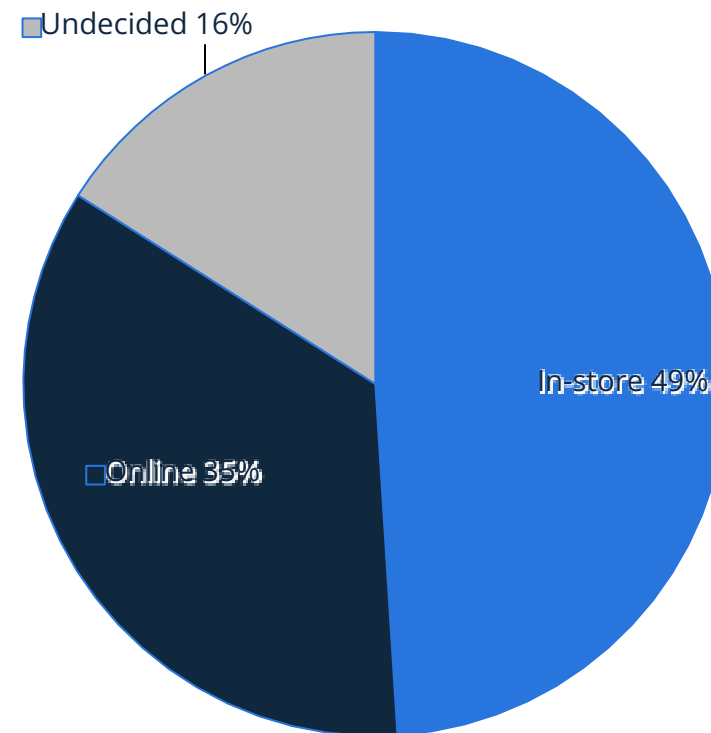
Share of consumers purchasing back-to-school (BTS) supplies in the United States in 2023, by category

United States: share of shoppers buying school supplies 2023, by category



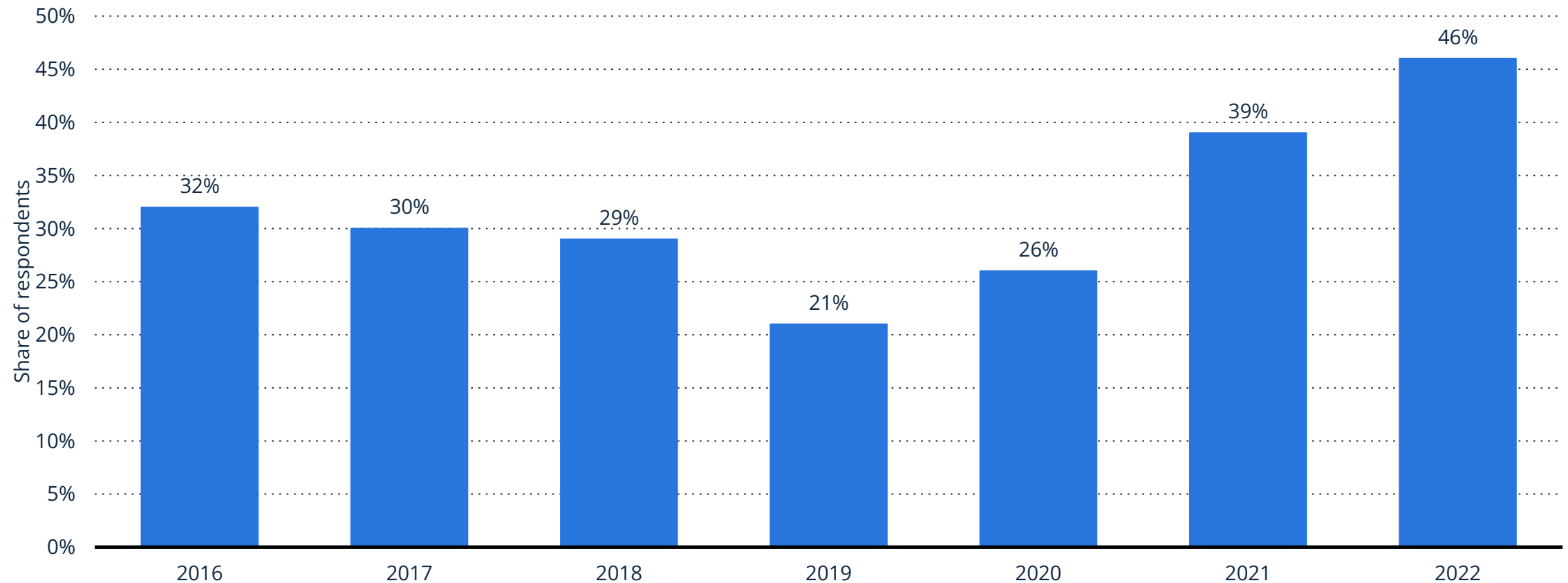
Share of consumers' back-to-school spending in the United States in 2022, by channel

Share of U.S. back-to-school shoppers' spending by sales channel 2022



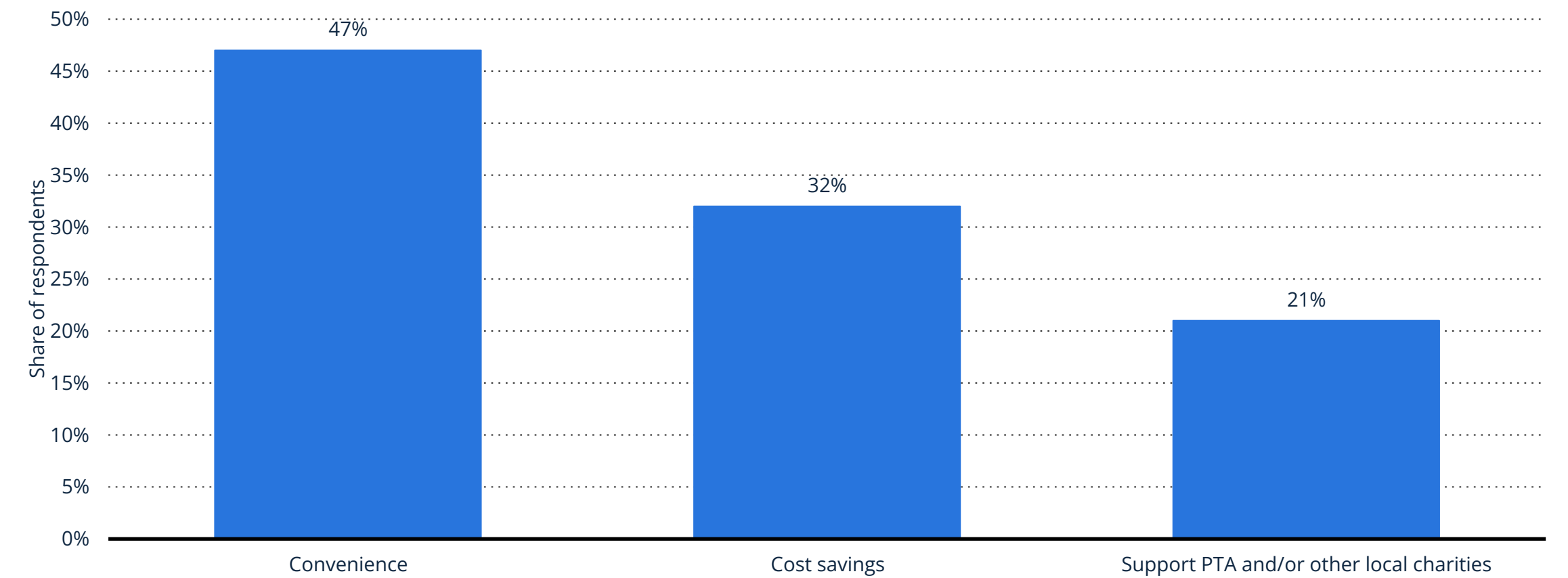
Share of back-to-school shoppers that plan to buy pre-configured kits in the United States from 2016 to 2022

U.S. back-to-school shoppers who plan to buy pre-configured kits 2016-2022



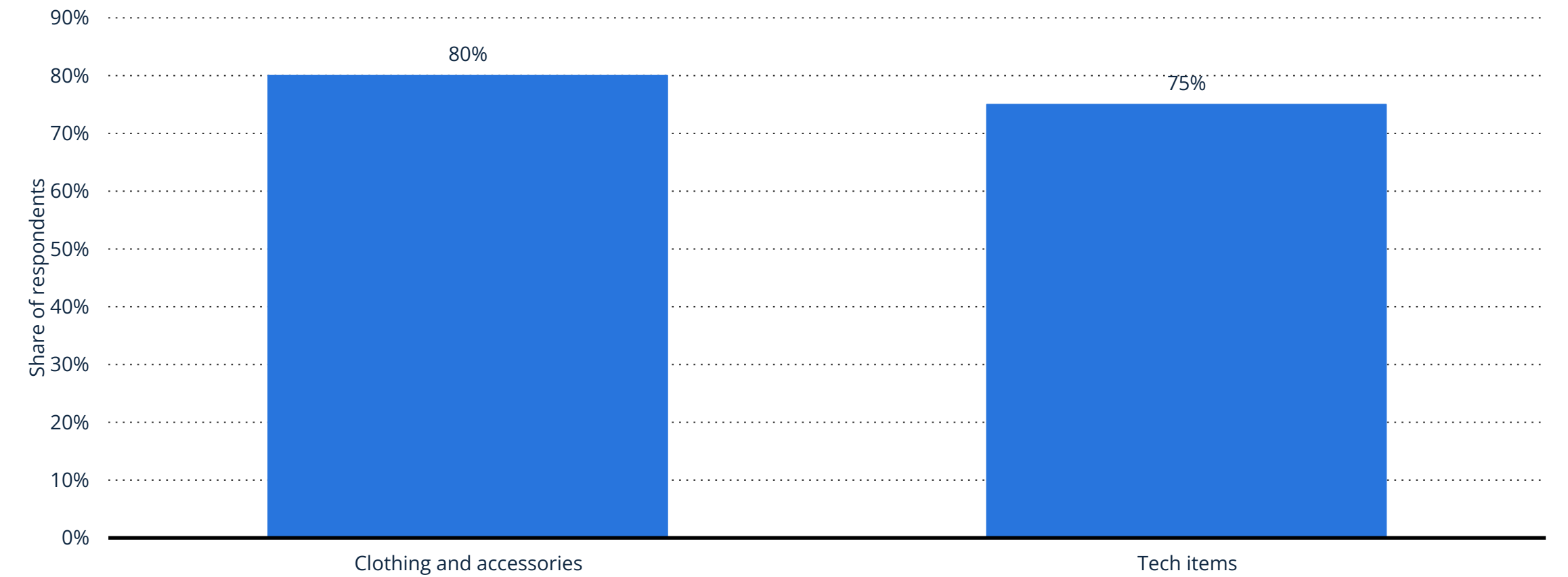
Leading drivers for buying pre-configured school supply kits in the United States in 2022

Leading reasons why U.S. back-to-school shoppers buy pre-configured kits 2022



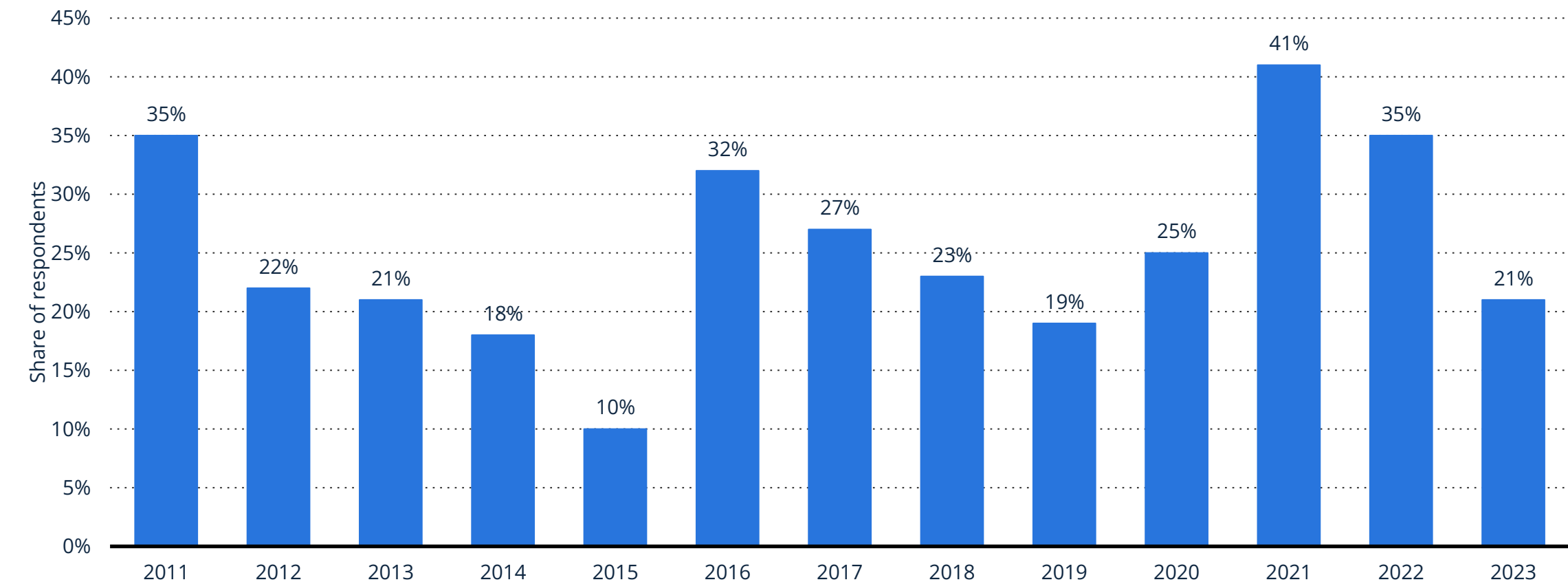
Parents who say their children could influence their back-to-school spending plans in the United States in 2023, by product category

Back-to-school spending influenced by children in the U.S. by category 2023



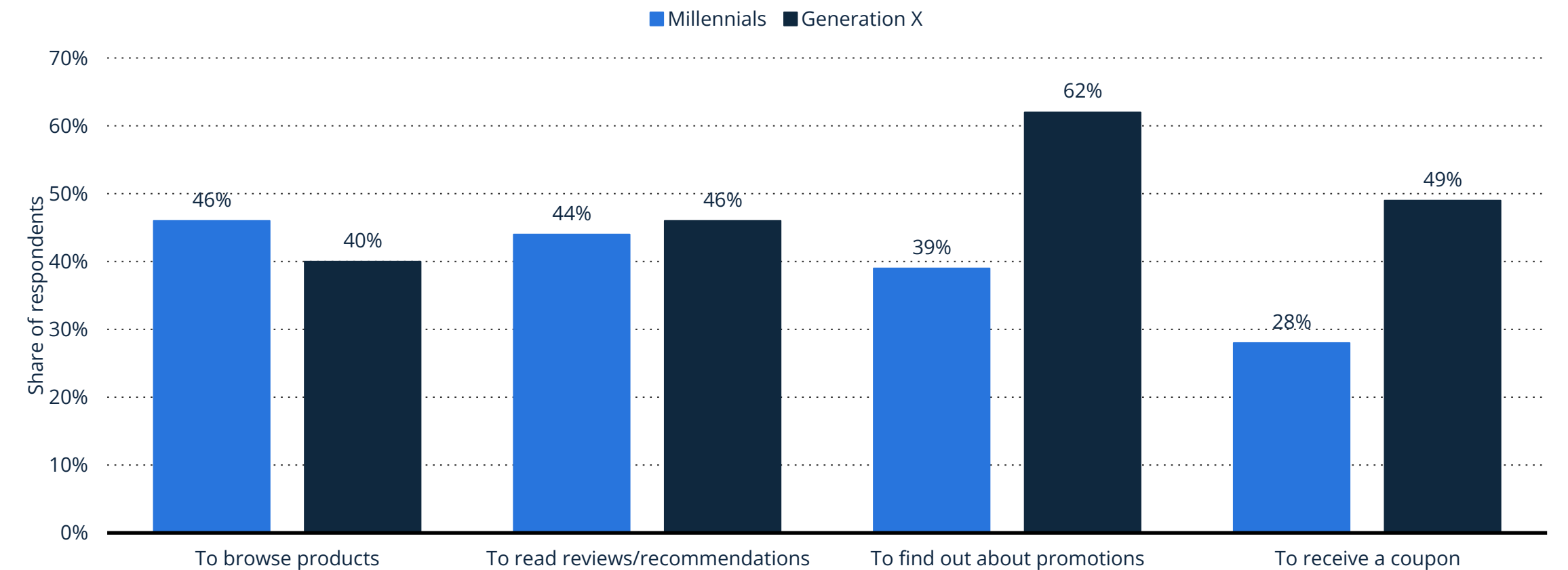
Do you plan to use social media sites to assist in your back-to-school shopping?

Usage of social media sites to assist U.S. back-to-school shopping 2011-2023



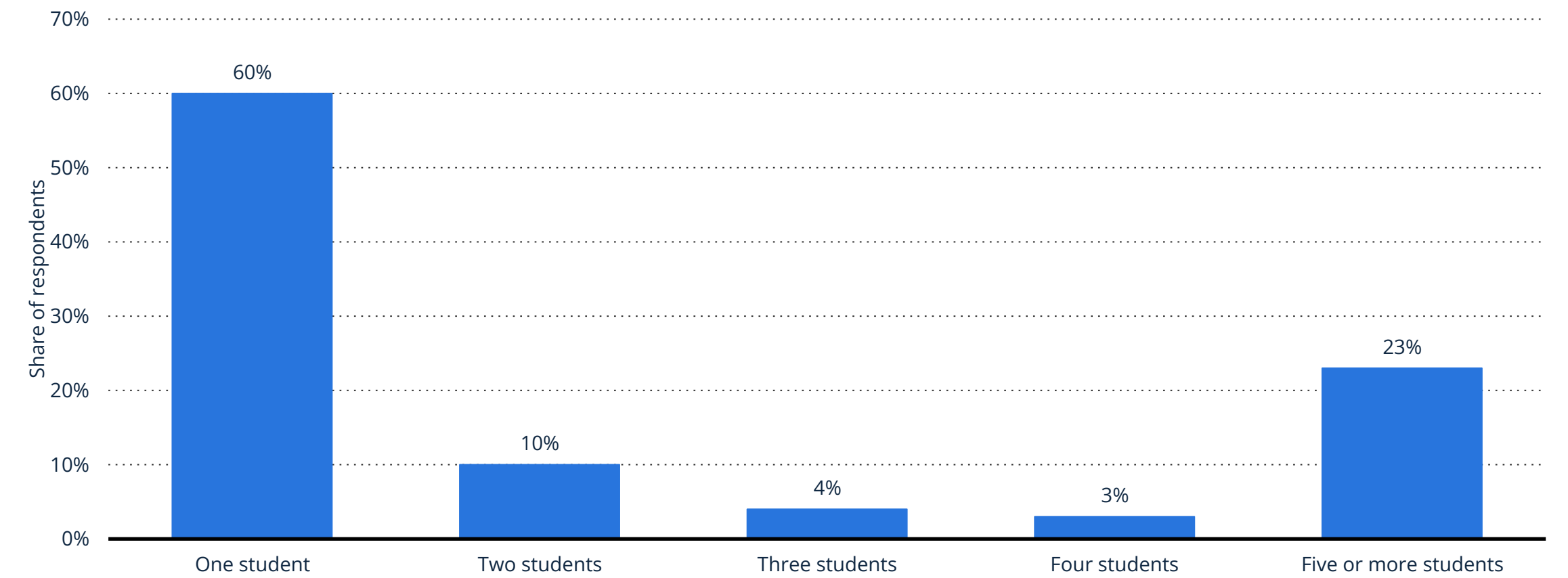
Leading reasons Gen X and millennial consumers use social media for back-to-school shopping in 2023

U.S.: ways parents use social media for back-to-school shopping 2023, by generation



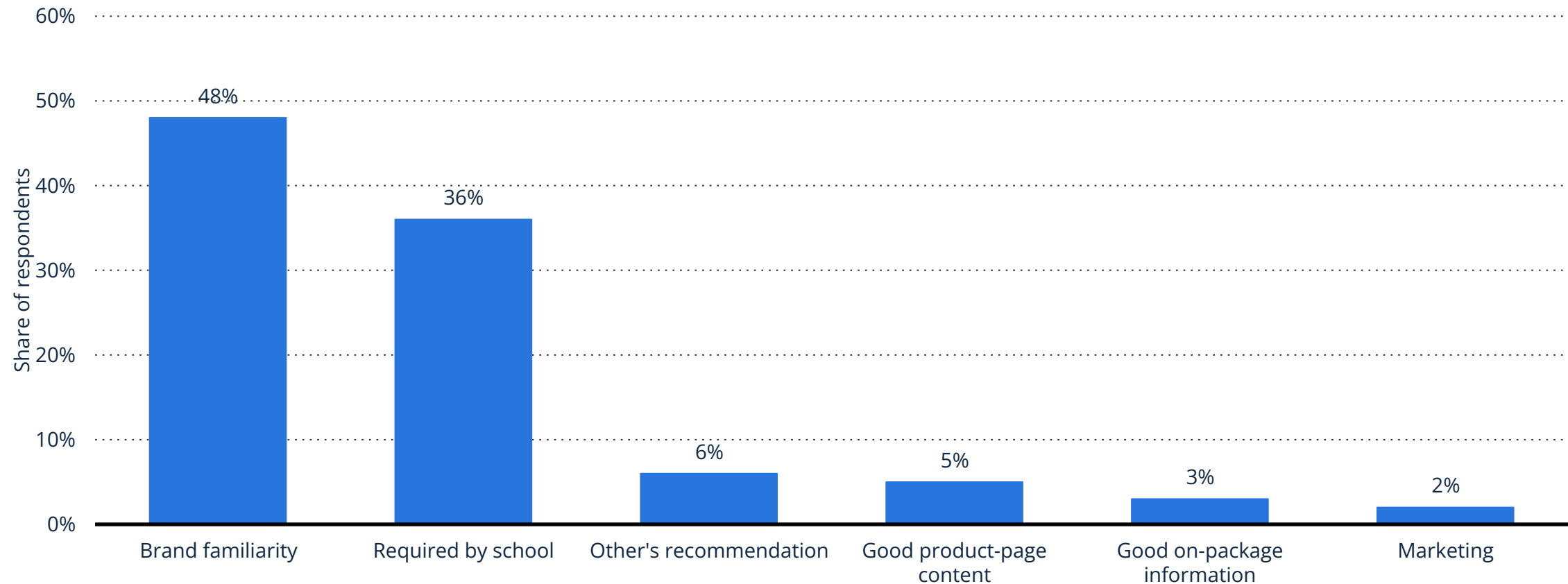
Number of students back-to-school shoppers are buying supplies for in the United States in 2023

Number of students back-to-school consumers are shopping for in the U.S. 2023



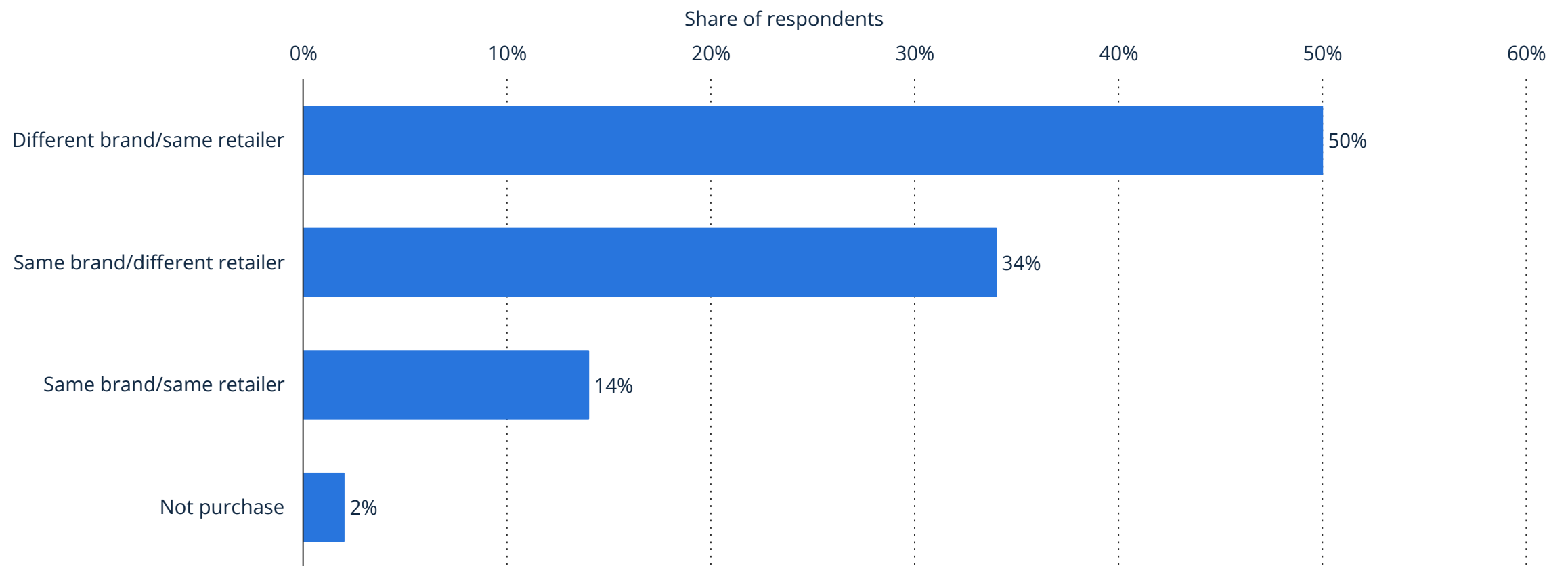
Which is most likely to drive your purchase of a specific brand during the 2022-23 back-to-school (BTS) season?

U.S.: leading reasons to buy specific brands when shopping for BTS supplies 2022



Leading course of action if preferred brand for back-to-school (BTS) shopping is not available among consumers in the United States in 2022

U.S.: leading action taken if preferred school supply brand is not available 2022

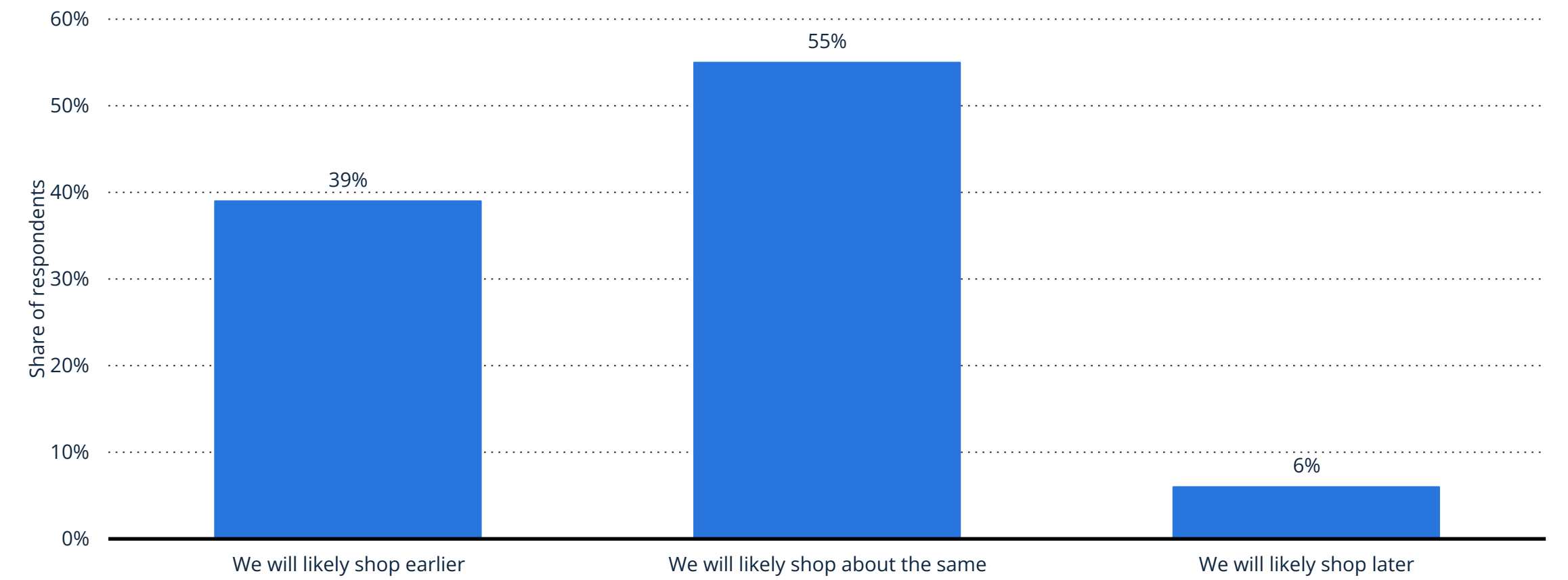


CHAPTER 04

Shopping time period and locations

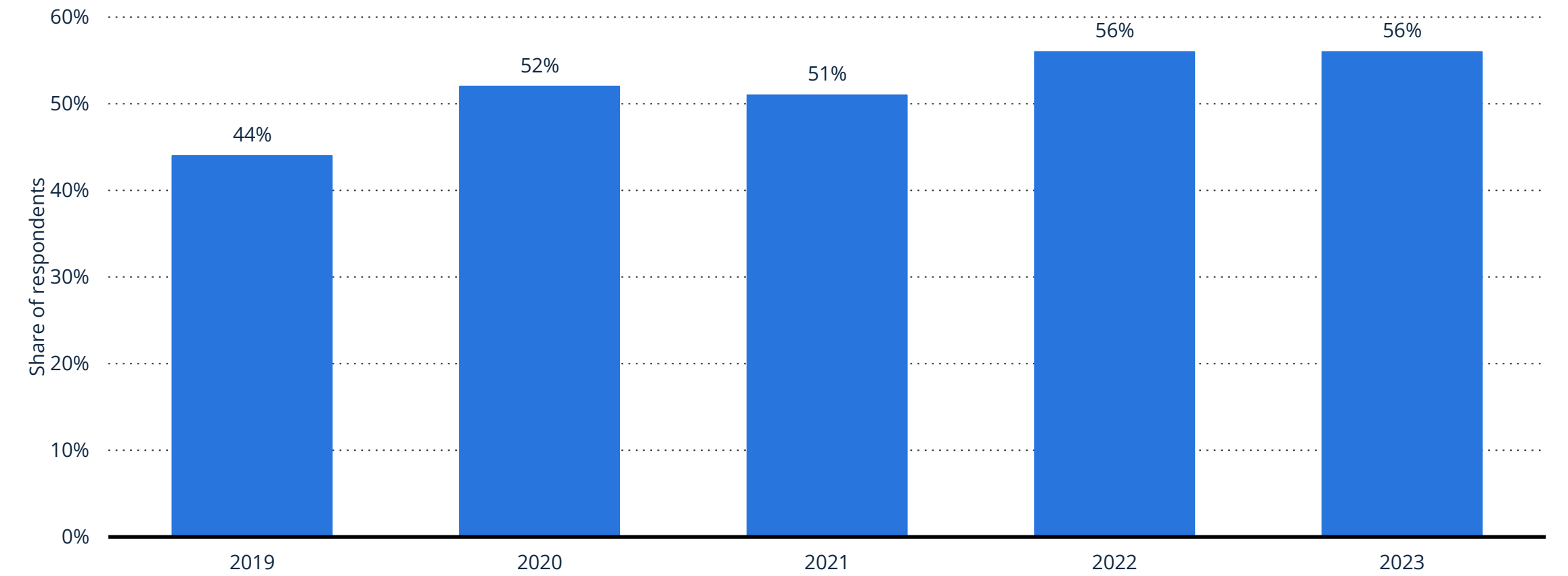
Compared to last year, do you expect to shop earlier or later for the 2023-2024 back-to-school season?

U.S. consumers who plan to do their back-to-school shopping sooner or later 2023



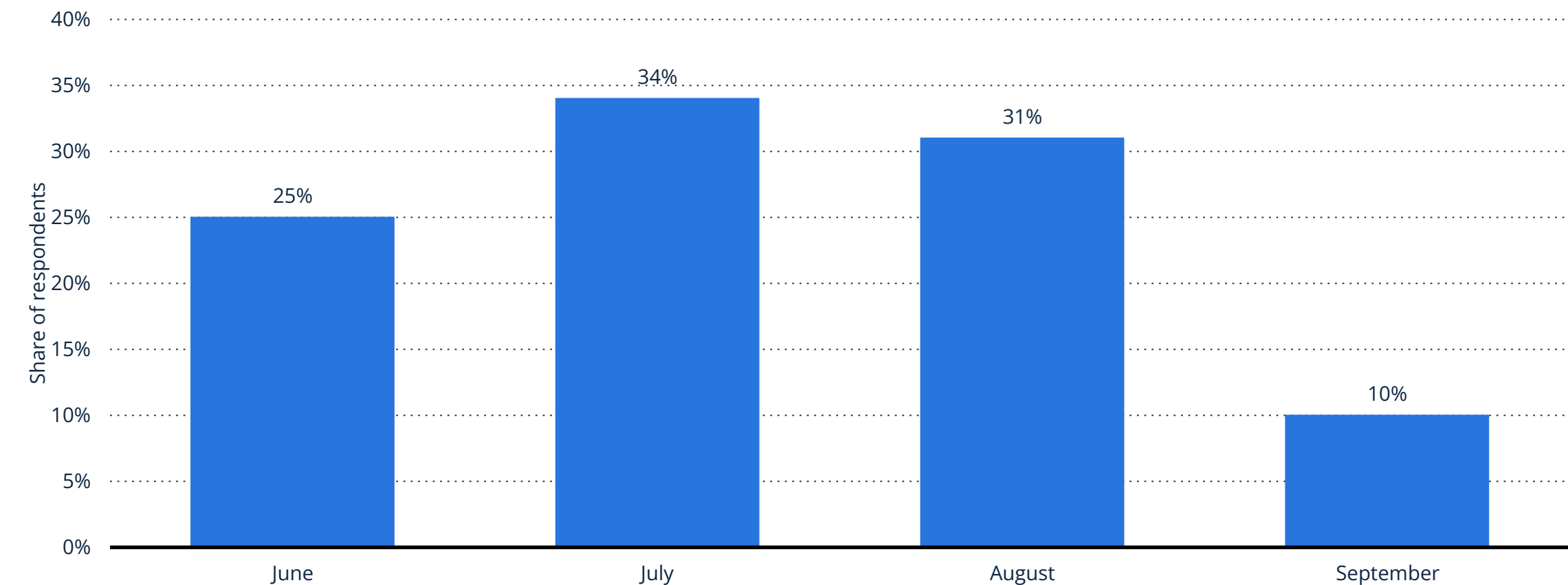
Share of consumers in the United States that had already started their back-to-school/college shopping by early July from 2019 to 2023

Share of U.S. consumers that started their back-to-class shopping by July 2019-2023



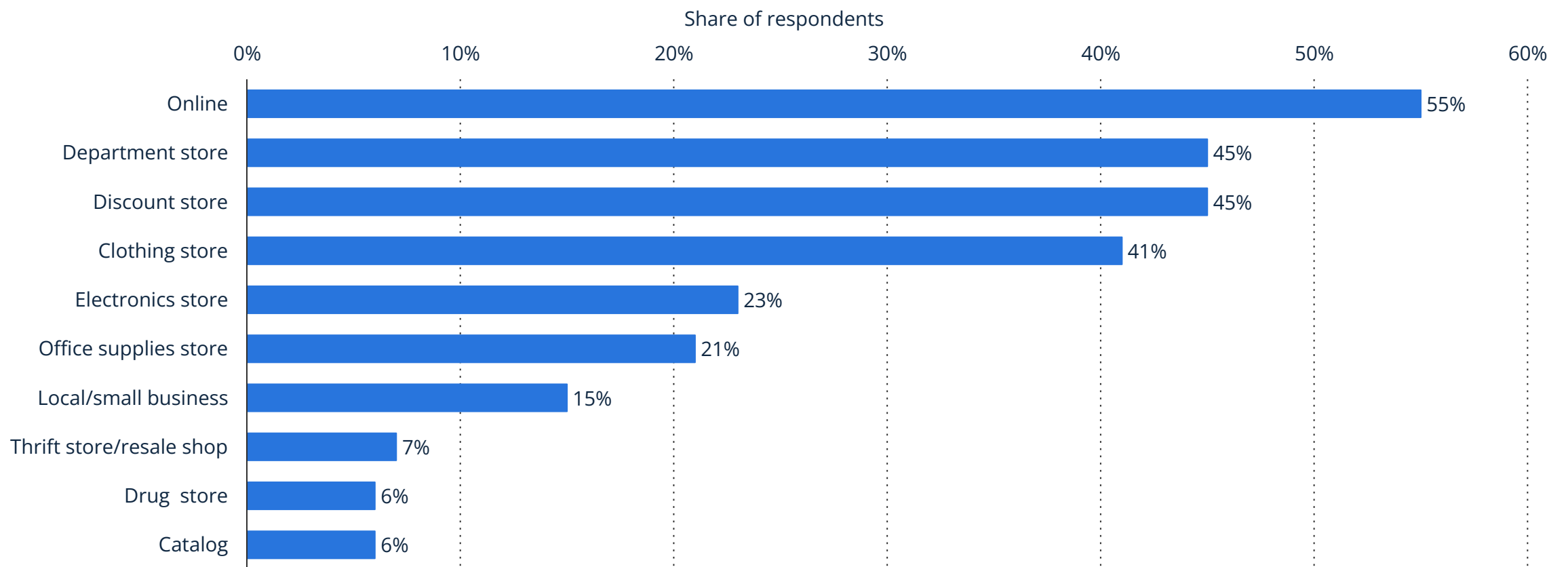
When consumers planned to shop for back-to-school supplies in the United States in 2023, by month

Planned time to shop for back-to-school supplies in the U.S. 2023



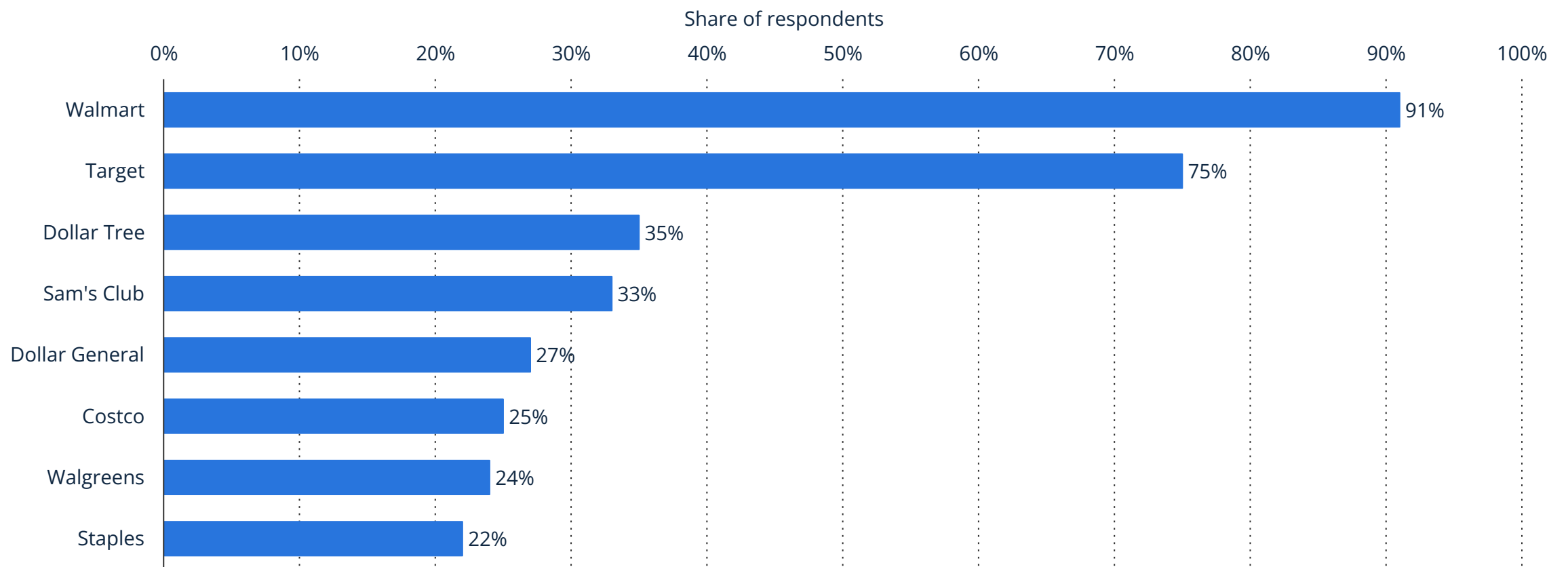
Most popular shopping destinations for back-to-school consumers in the United States in 2023

Back-to-school shopping in the U.S.: anticipated shopping locations 2023



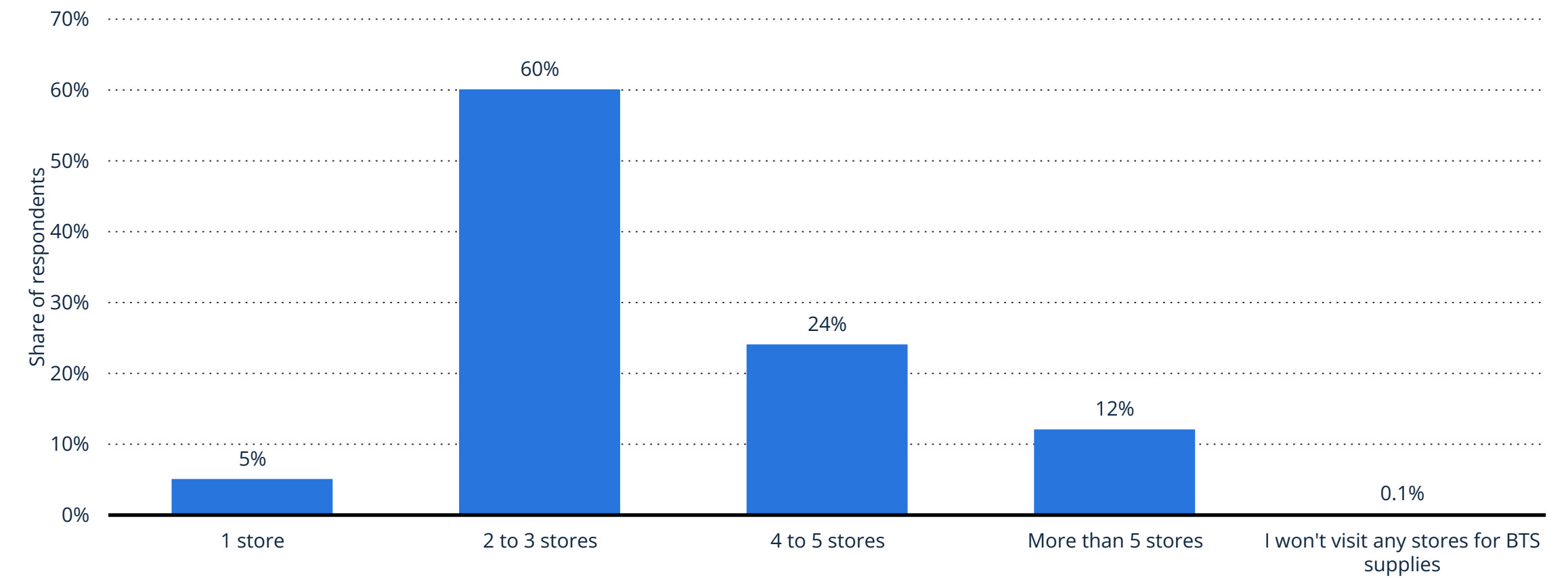
Leading brick-and-mortar stores parents of K-12 students plan to visit for back-to-school shopping in the United States 2023

Leading stores parents will likely visit for back to school shopping in the U.S. 2023



Number of stores households with children plan to visit for back-to-school shopping in the United States as of June 2022

Number of stores households expect to visit for back-to-school shopping U.S. 2022

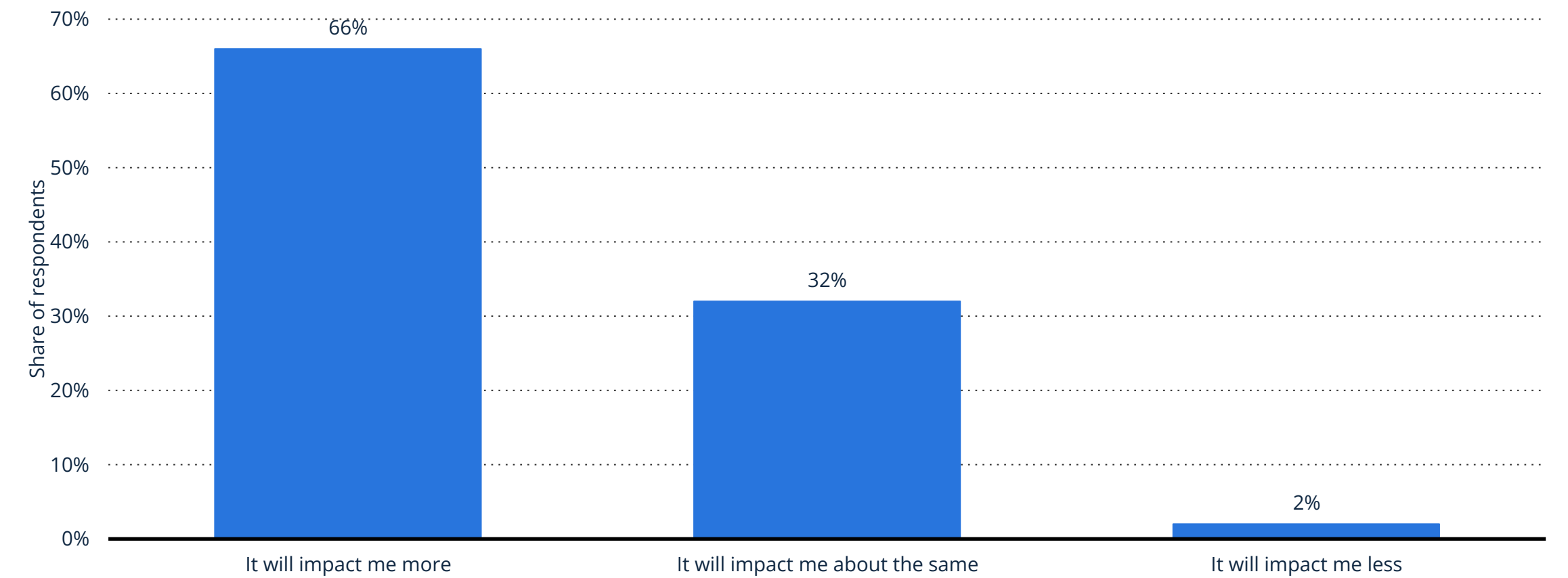


CHAPTER 05

Impact of inflation

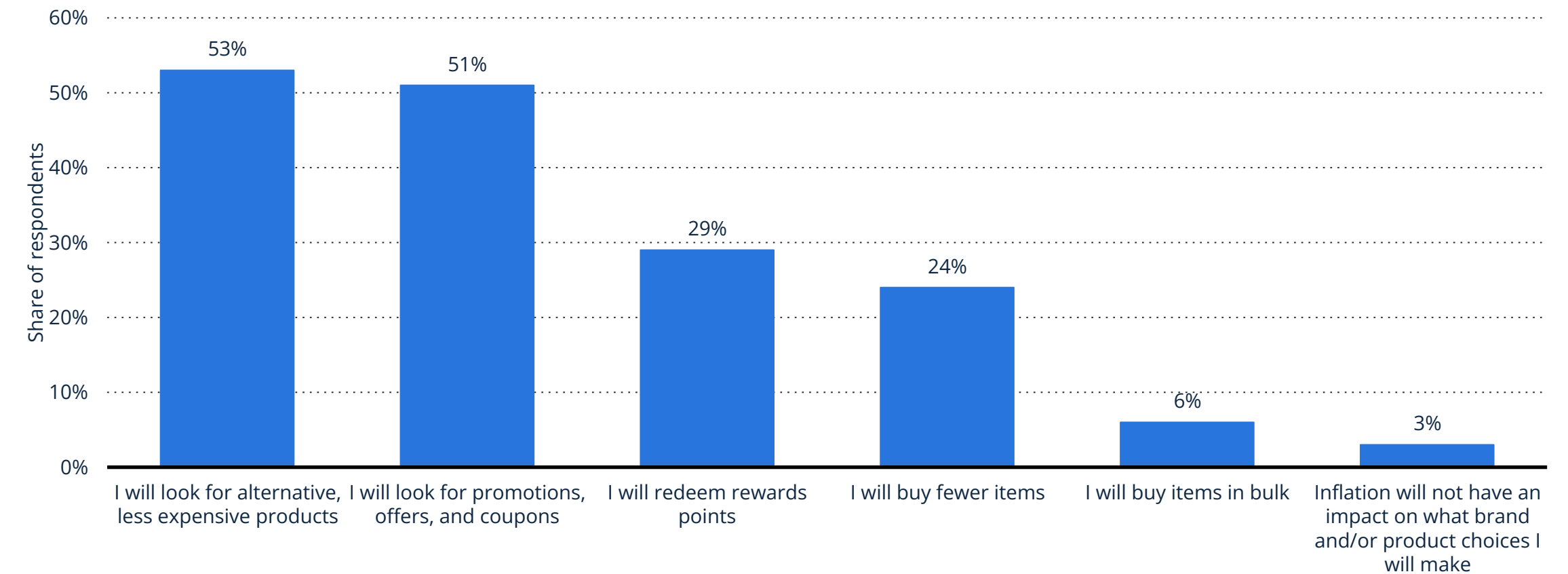
Compared to last year, how much of an impact will inflation have on your back-to-school shopping?

Impact of inflation on back-to-school shopping among consumers in the U.S. 2023



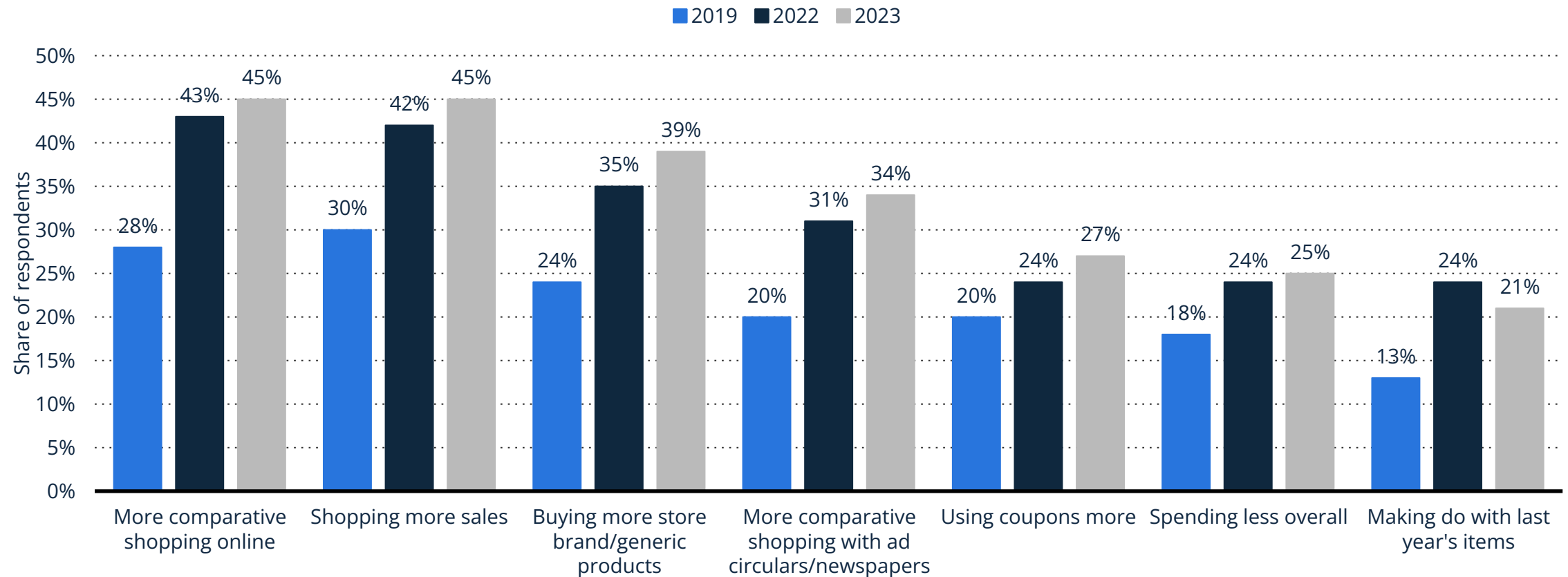
Has inflation impacted what brand and/or product choices you will make during back-to-school shopping?

Impact of inflation on brand/product choice among U.S. back-to-school shoppers 2023



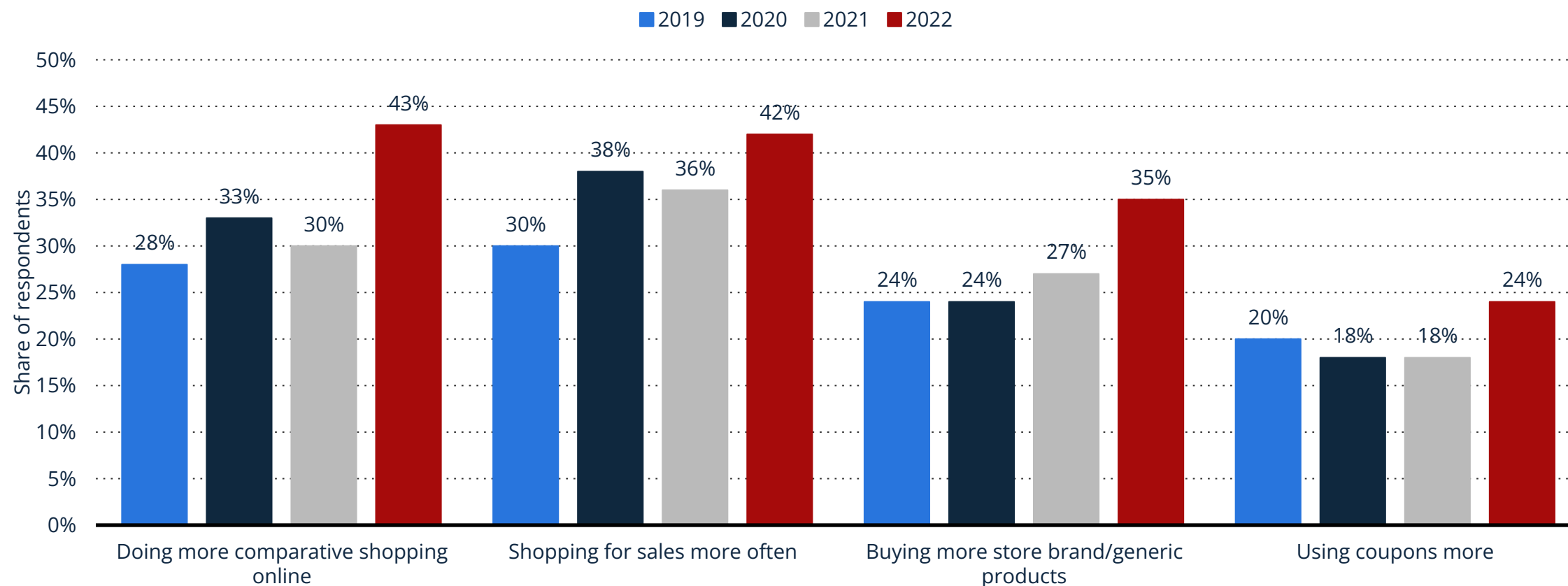
Impact of the state of the economy on back-to-school purchases according to consumers in the United States in 2019, 2022, and 2023

Impact of the state of the economy on back-to-school shopping in the U.S. 2019-2023



Back-to-school shoppers implementing savings-focused shopping behaviors due to the state of the economy in the United States from 2019 to 2022, by method

Share of U.S. shoppers trying to save while buying back-to-school supplies 2019-2022



Sources

Deloitte
Field Agent
inMarket
National Retail Federation
NCES
Prosper Insights & Analytics
Statista
US Department of Education