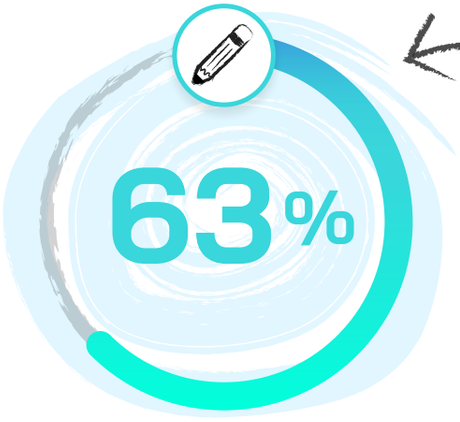
ZETA

Back to School

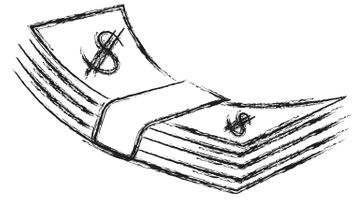
It may feel like we're stuck square in the middle of summer's blistering months, unable to escape either the outside heat or inflation. But our internal analysis shows that nearly half of shoppers have already considered how they'll be making their back-to-school purchases. Read on to see where they'll buy, how much they plan to spend, and more.

Price Is Still King, but in More Ways Than One

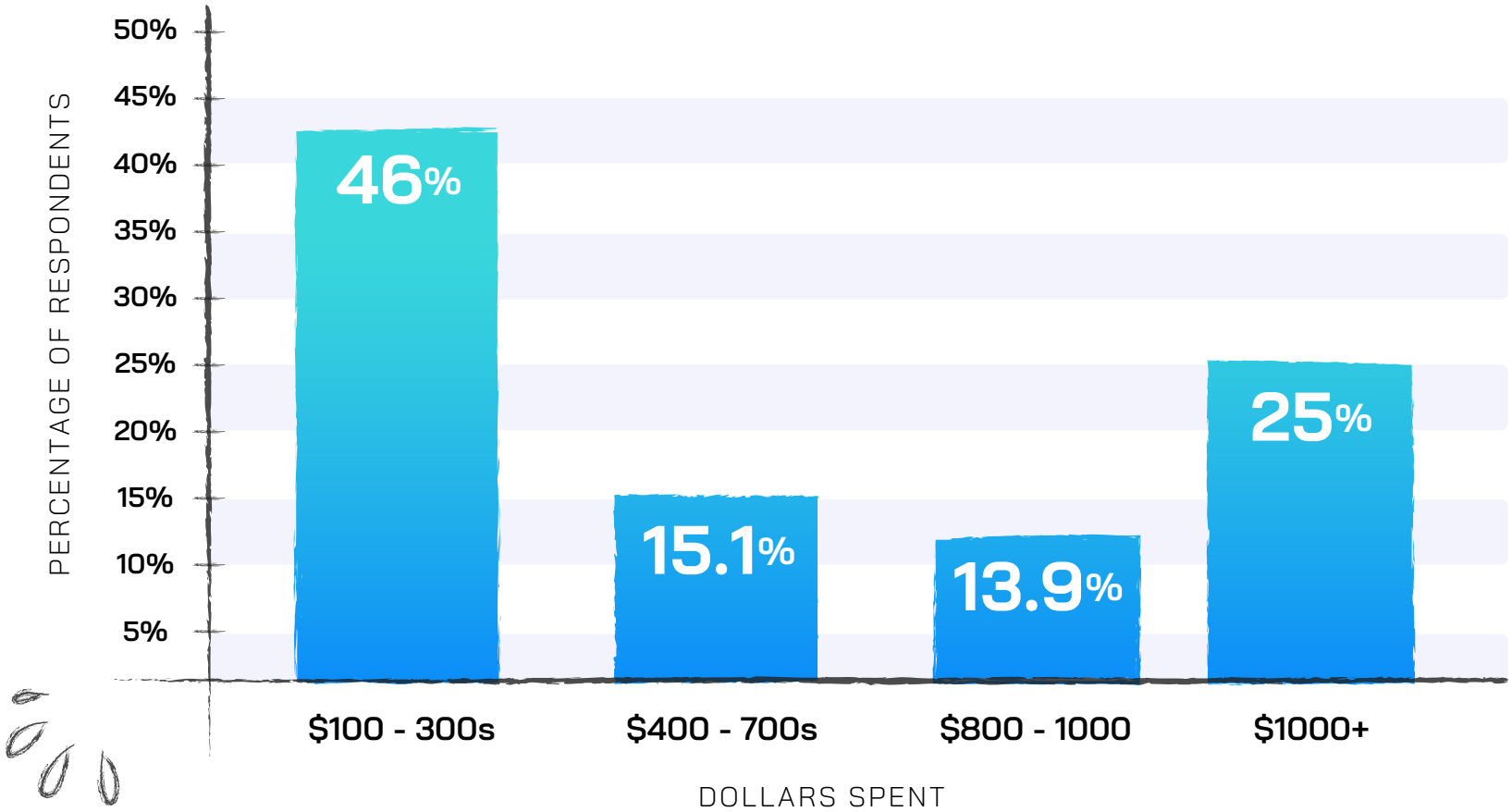
Our data reflects that the cost of everything has risen dramatically and many consumers are tightening the reins on back-to-school spending. Despite this, over a quarter of shoppers plan to spend at least $1,000.



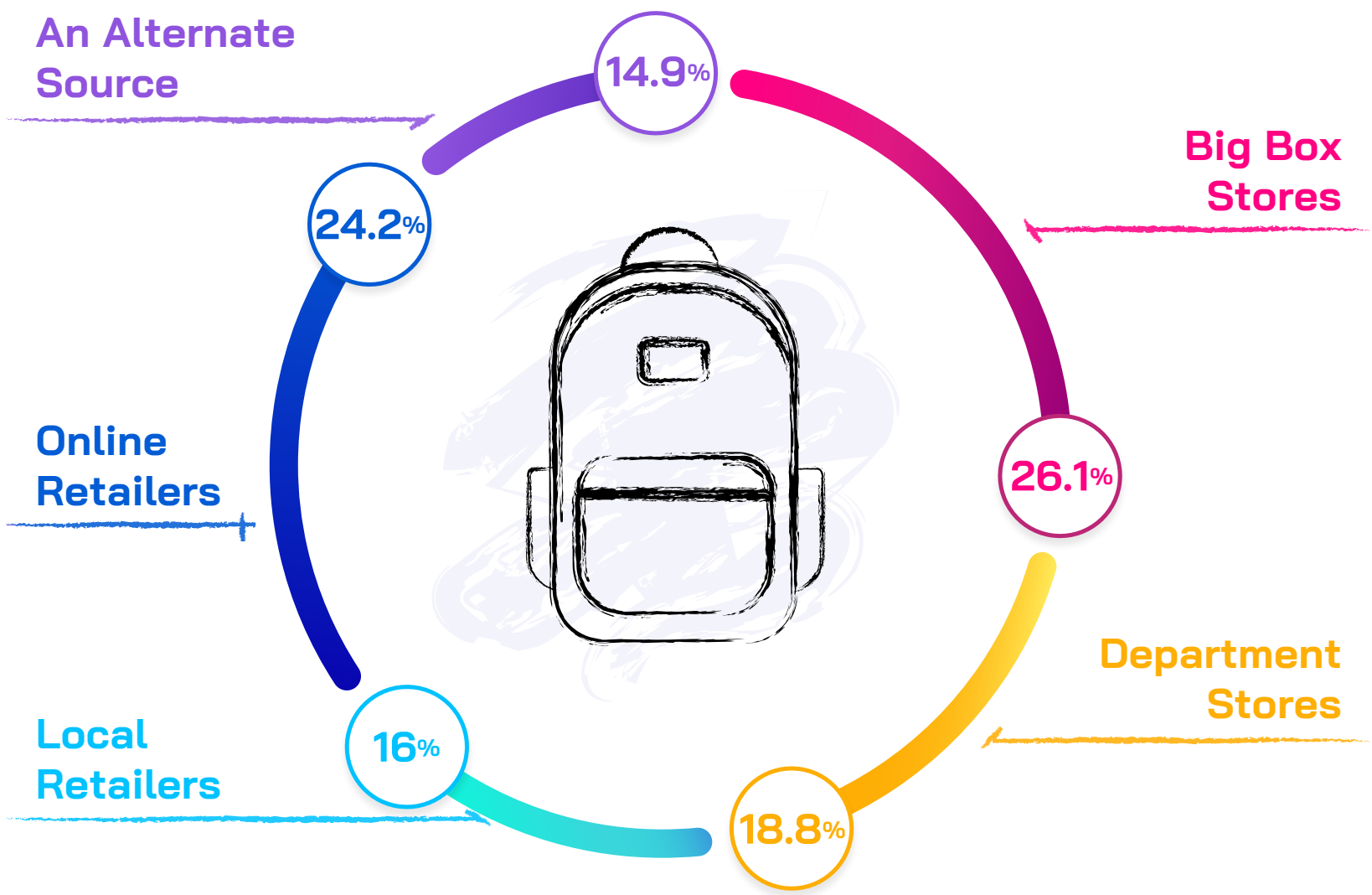
Nearly **2/3rds of shoppers** plan to buy for middle school and above, so don't just focus your outreach on crayons and scissors.



Planned Back to School Budget for 2022

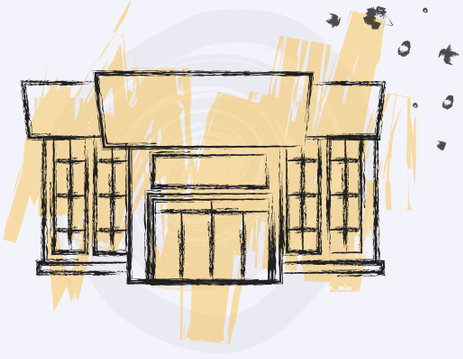


Where Shoppers are Making their Purchases



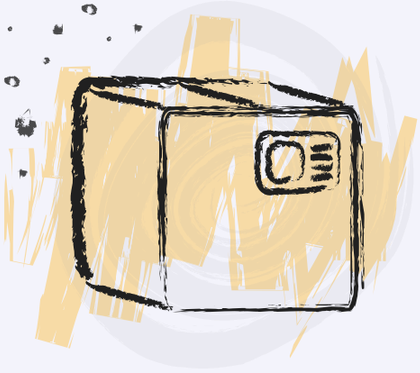
Convenience and Deals Will Influence Most Shoppers, but Not All

Although consumers are laser-focused on price this year, those with the biggest budget still plan to shop via online retailers.



34%

34% of respondents plan to **purchase in stores**.

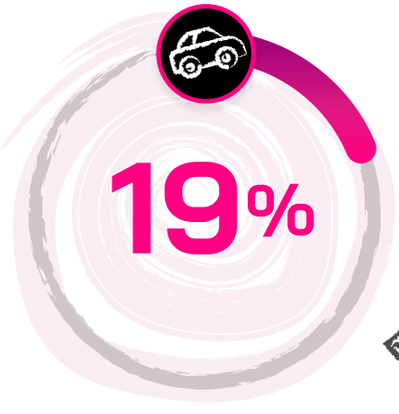


$1,000+

However, most **high-spending consumers** will be making their **purchases online**.

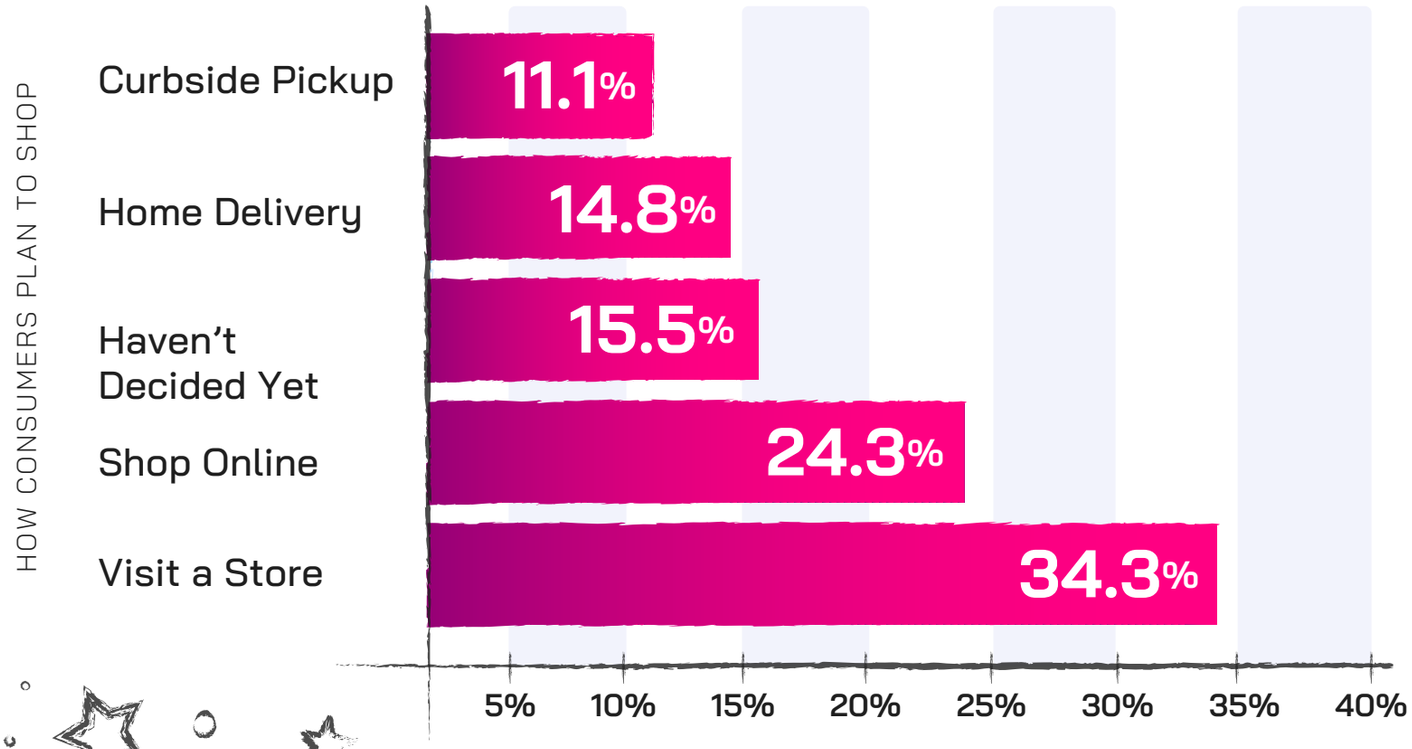
Shopping Behaviors Reflect Historical Trends

Buying products in-store is still the fan favorite, but online shopping continues to creep up in importance. If your focus is on omnichannel, it's crucial to work both your foot traffic and online eye share in tandem.



While **curbside was the least popular overall**, it was the **most popular for those shopping for little ones**.

How Shoppers Plan to Shop this Year



Consumers Are Getting a Head Start on This Year's Shopping

Inflation may be weighing on everyone's minds, but inventory continues to be a key driver of concern. In light of supply chain delays and inventory shortages, 50% of shoppers plan to secure their back-to-school needs earlier in the summer.

34%

of shoppers begin to do their back-to-school shopping **before August**, to the assured protests of kids everywhere.

When Consumers Plan to Purchase Back-to-School Products

MONTH			
June	July	August	September
22.6%	21.7%	33.5%	22.2%

These stats are not only a key indicator of how your audience will continue to shop throughout the summer, but also a bellwether for how they will interact with your brand during the upcoming holiday season. Partner with a vendor who can help you better understand your customer and serve them personalized marketing messaging that addresses this.

Want to drive more sales for your back-to-school campaigns?

Speak to an expert today.