

BACK TO SCHOOL SHOPPING: K-12 – US – 2024

Despite uncertainty, parents continue to prioritize back to school shopping. Price and convenience remain the key drivers, but emotional resonance still matters.



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Back To School Shopping: K-12 - US - 2024

This report looks at the following areas:

- The impact of inflation and economic pressures on back to school shopping in the K-12 segment
- Parents' back to school shopping participation, approach and behaviors
- Back to school shopping timeframe
- Attitudes and influences toward back to school shopping

Overview

Despite economic pressures like inflation, parents continue to prioritize school-related purchases as essential. More than 80% of parents shopped for K-12 students, pushing planned spending to a record-high \$41.5 billion last year.

In light of financial strains, parents have doubled down on their pursuit of value, with cost savings taking center stage in today's economic climate. This has amplified the appeal of discounts, sales events and everyday low prices as key drivers of the season. Nonetheless, financial considerations are not the sole component of value; parents are also aiming for a well-rounded sense of value that encompasses quality, convenience, and premium offerings. **Amid heightened parental stress, retailers and brands that emphasize both affordability and ease will particularly resonate.**

In addition to value concerns, parents also cherish meaningful experiences; more than 75% regard back to school shopping as an opportunity for familial bonding and a boost to their children's self-esteem, presenting retailers with a chance to deepen emotional ties. As financial pressures subside, the spotlight will continue to shine on children, with Generation



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Alpha exerting its influence and parents rededicating themselves to quality and equipping their kids for a successful school year.

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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Back to school K-12 market size overview
- Market predictions
- Opportunities

CONSUMER INSIGHTS

Consumer fast facts

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Marketing and advertising

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- DoorDash adds levity to a stressful season
- Abercrombie Kids connects clothing with milestones and identity
- Lifestyle solutions for kids
- Claire's docu-series supports wellbeing and self-esteem
- "Dear Claire" series dives into self-love

Opportunities

THE MARKET

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- Economic indicators trend positive

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