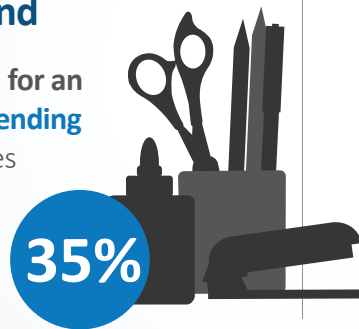


Back-To-School 2017 by the Numbers

The back-to-school season now includes more options for the consumer than ever before. We took a look at how U.S. consumers shopped for back-to-school products in 2017 to help you plan for the 2018 season. **Here's a look at our latest insights...**

School supplies captured the largest share of spend

School supplies accounted for an average of **35% of total spending** on back-to-school purchases this season. Apparel was next at 29%, and then footwear at 17%.



Consumers flocked to sales

72% of respondents said they only bought items that were on sale/discount during this year's back-to-school season.



Mass merchants were the retailers of choice

51% of shoppers shopped for or purchased back-to-school products at mass merchants, 22% went to national chains, and 18% used online-only retailers.



There's not a one-stop shop

On average, only **22%** of shoppers said they try to get everything at one retailer.

The vast majority are willing to make multiple stops to find the best deals and get exactly what they want.



The new **Back-to-School Post-Season Report** is the source for data and insights on all things back-to-school. Get a comprehensive look at back-to-school, including consumer insights, marketplace observations, and industry expert outlooks.

Source: The NPD Group/2017 Back-to-School Post-Season Report

Learn more about our back-to-school insights.
Contact your NPD account representative, call us at 866-444-1411,
or email contactnpd@npd.com.

