

Go Back to School with NPD: 2016 Shopping Insights

June, July, August, and right back to school – it's the season that can make or break your bottom line. Are you clear on what to expect and what to watch during this year's shopping season? **Here's a look at our latest insights.**

The college shopper will start earlier.



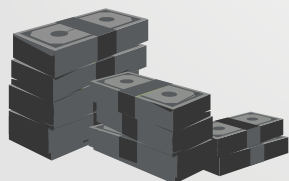
of college shoppers will start purchasing for their **back-to-school** needs before June.



The biggest increase in spend is anticipated in **elementary school households.**



Channels shopped in 2015 vs. planned 2016



Back-to-school shoppers' planned spend on traditional supplies will **grow** in 2016 compared to 2015, in these channels:



Mass Office Super Store Dollar Stores Online

And their planned spend will **decline** in these channels:



Grocery Stores Drug and Convenience Club

Are you ready to make the most of this year's back-to-school season? Get meaningful and actionable insights. The NPD Group is the definitive source of information and insights for the U.S. office supplies industry, tracking sales in all channels and categories. NPD's analysts' insights put the data in context to reveal market opportunities.

Source: The NPD Group/ Back-to-School Purchase Intentions Survey

Learn more. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

