

3 Ways Back-to-School Shopping is Changing

Ordering everyday goods online and having them delivered to the doorstep has become the norm in many American households. E-commerce sales growth shows how this new normal is playing out, but how will convenience-based purchasing methods affect back-to-school shopping for traditional supplies? Here's a look at our 2018 U.S. back-to-school predictions.

1

Click will capture share from brick.

E-commerce dollar spend on office and school supplies during the 2017 back-to-school season increased by \$56.4 million over the prior year. With the continued growth of online ordering and retailer-specific back-to-school programs, this number will likely continue along its positive trajectory this year. The four weeks of 2018 back-to-school sales support this expectation, as brick-and-mortar dollar volume sales declined \$26.7 million and e-commerce dollar volume sales grew \$8.2 million in the four weeks ending July 21.

Source: The NPD Group/Weekly Tracking Service (excluding janitorial and breakroom)

2

Convenience is key.

Many big-box retailers have bolstered their online presence by introducing express shipping for online orders and in-store pickup options. Several have provided the convenient option of accessing school lists online that are created by teachers across the nation. Parents are able to look up their child's school to find their customized list and select "Add to Cart" for a hassle-free shopping experience. Pre-packaged school supply kits also prove to be popular convenient option; of the roughly 17 percent of consumers who are provided the opportunity to purchase school supply kits, 65 percent have chosen to do so at least once.

Source: The NPD Group/Back-to-School Report

3

Millennial parents will turn to Amazon.

Amazon now boasts over 100 million Prime members, as reported by Amazon's CEO Jeff Bezos in April 2018. Back-to-school shoppers likely will turn to Amazon for deals and promotions and the convenience of saving time. Over half of Amazon Prime members are Millennials, a generation that makes up more than one-quarter of the U.S. population. A portion of Millennials are stepping into the role of back-to-school shoppers for their young children, and they expect the convenient shopping experiences to which they are accustomed.

Source: Statista/Distribution of Amazon Prime members in the United States of March 2017, by age group

Move to the head of the class this back-to-school season. Get the latest industry trends and shopper insights so you can make the most of the season.

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