

# Go Back To School with NPD – An Early Read on 2016 Results

The 2016 back-to-school season is in full swing in the U.S. To make the most of it this year, it's important to understand shopping behavior across all retail channels. Take an inside look at the latest buying behavior across brick-and-mortar, e-commerce, grocery, and drug. See what we're seeing this season.



## Retail is winning.

Growth is driven by brick-and-mortar stores, with a

**\$14M increase.**



## Dollar growth is up in e-commerce.

The top dollar growth subcategory groups in e-commerce include:



Filing & Storage



Traditional Pens



Appointment Books and Planners

Grocery and drug are on the decline.



While up in 2015, **grocery** is down in 2016.

**-\$2 Million**

**Drug stores** have seen their second year of decline.

**-\$1.5 Billion**

Get a jump on what's next with the latest data and insights, combined with our analysts' own observations. The insights shared here are only the start of the information you can apply to your business challenges. It's how to uncover emerging trends, plan successful marketing initiatives, get expert insights on notable items . . . and outplay competitors that haven't quite caught up.

Source: The NPD Group/Weekly Retail Tracking Service/5 WE July 2, 2016 (excluding janitorial and breakroom)

Interested in more back-to-school insights? Contact your NPD account representative, call us at 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

