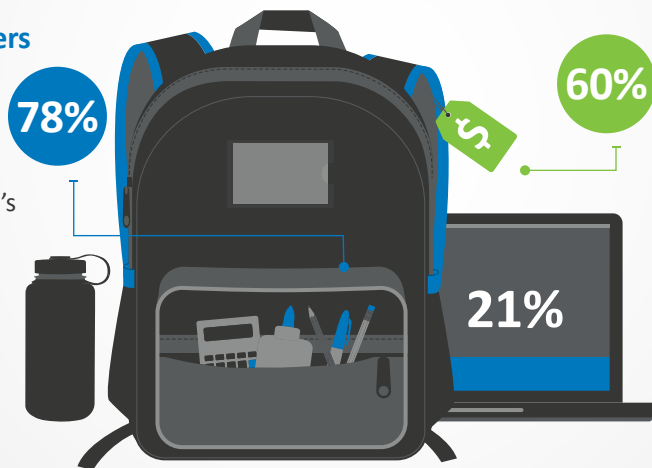


# Back-to-School Shopping: Looking Back to See Ahead

The back-to-school season is the second largest retail shopping season. To gauge what's to come this year, we looked back on last year's back-to-school shopping behavior. **See what we see.**

## Back-to-school shoppers are still shopping primarily at brick-and-mortar.

More than 70% of last year's back-to-school purchases were made in stores. In-store purchases were lowest for sports equipment, at 61%, and **highest for school supplies, at 78%.**



Consumers want it all — good value at a good price.

Almost 60% of consumers said they only buy back-to-school items on sale/discount. Quality and durability are also important.

## The back-to-school shopper is practical and price-conscious.

When deciding where to shop, the top considerations included:

- The best/lowest prices
- Sales/discounts/promotions
- Wide product selection



## Free shipping is important.

Across all back-to-school categories, **21% of purchases were made online.**

Consumers said free shipping is one of the most important benefits of online shopping.



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

Source: The NPD Group, Inc. / LAB Series: 2017 Back-to-School 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](mailto:contactnpd@npd.com).

