

2017 Back-To-School Purchase Intentions

This year's back-to-school shopping season will be longer, and could be larger, than last year's season. The majority of U.S. consumers plan to spend about the same as last year — or more — on most categories on their shopping for the 2017-18 school year.

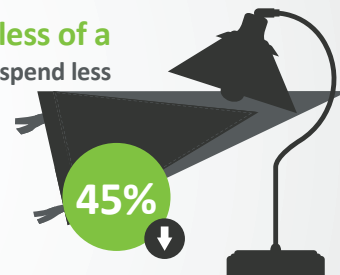
Here's a look at our latest back-to-school insights.

August is the hottest back-to-school shopping month.

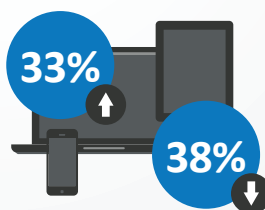
In 2016, more than 30% of consumers started their back-to-school shopping in August, and 33% completed it in August — the largest share of the season for both.



Back-to-college is less of a priority. 45% plan to spend less than they did last year on college-focused categories like bedding, kitchen items, and small electronics.



Shoppers plan to spend more on top categories. More than 45% plan to increase their spending on fashion and school supplies in the 2017-18 school year.



Spending plans for electronics are divided: 33% of consumers plan to spend more, and 38% plan to spend less than they did last year.

Top Back-To-School Categories Purchased



K-12

Fashion
(Apparel, Footwear, Accessories)
School Supplies
School Accessories
Art Supplies
Electronics

College
School Supplies
Fashion
(Apparel, Footwear, Accessories)
Bedding, Bath & Storage
Personal Care & Grooming
Electronics



Get a jump on what's next with the latest back-to-school data and insights. The new **Back-To-School Report** gives you a comprehensive look at back-to-school shopping, consumer insights, marketplace observations, and industry expert outlooks.

Source: The NPD Group/LAB Series: 2017 Back-To-School Report

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

