

HOW BACK-TO-SCHOOL PURCHASE HABITS ARE CHANGING

WHAT BACK-TO-SCHOOL SHOPPERS ARE BUYING

81% plan to spend more on safety supplies than last year.



plan to spend more on remote learning and tech tools than last year.

Sanitizer
ng Wipes
ce Masks
le Masks
Tissues
le Gloves
Goggles



Headphones 39%



Desks 23%



Laptop 34%



Office Desk Chair 19%



Arts & Crafts Materials 32%



Monitor 18%



Tablet 24%

Printer



Cabinets or Book Case 16%



Standing Desk

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MORE SPENDING REQUIRES MORE "SHOPTIONS"

Which shoppers want digital credit lines?

40%
Parents

30%

College Students

What they'd spend it on: shoes, clothes, electronics, backpacks.







Nearly

70%

of parents and college students say they're shopping online more often as a result of COVID-19.