

Back-to-School Shopping Insights: Consumer Trends and Preferences

Discover the latest trends and preferences in back-to-school shopping based on a survey of 2,299 North American consumers. This study reveals key insights into where and how consumers are purchasing school supplies, as well as the promotional strategies that most influence their buying decisions. Stay ahead of the curve with data-driven strategies to optimize your back-to-school sales.



How often do you *purchase school supplies*?

Only as needed	45%
Once a year (at the start of the school year)	18%
Twice a year (beginning of the year and mid)	17%
Every few months	14%
Monthly	2%
Other	4%

How do you *typically purchase school supplies*?



In-store

83%



Online

17%

67% of consumers report that they typically purchase school supplies from Big Box Retailers (e.g., Walmart, Target)

Followed by **15%** at Office Supply Stores **9%** at Online Marketplaces (e.g., Amazon, Ebay)
3% at Supermarkets/Grocery Stores **2%** at Wholesale Clubs
1% at Local Small Businesses and **1%** at Other.

The top **3 most important factors** rated by respondents when choosing which establishment to purchase from are:

- #1 Price
- #2 Promotions/Discounts
- #3 Availability of items



What type of *promotion* would most likely *influence you to purchase school supplies*?

Discounts	42%
Buy one, get one free offers	20%
Limited-time sales/flash sales	20%
Bundle deals	7%
Free shipping on online orders	5%
Loyalty rewards	4%
Other	2%

Why is this important?

Understanding back-to-school shopping behaviors is crucial for businesses aiming to capture a share of this seasonal market. With 83% of consumers purchasing school supplies in-store and 67% choosing big box retailers, it's clear that physical retail presence remains dominant. Moreover, the influence of promotions is significant, with 42% of respondents most swayed by discounts.

By leveraging these insights, businesses can tailor their strategies to meet consumer preferences, ensuring a successful back-to-school season.

Looking to transform your retail strategy? Intouch is here to guide you!

About Intouch Insight

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty. As a North American company, we are proud to deliver growth solutions to over 300 of the continent's most beloved brand.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!
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