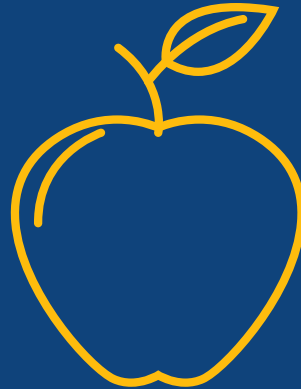


# BACK TO SCHOOL SHOPPING 2020



How have sales and search trends been impacted in the coronavirus era?



**+26%**  
YoY

## TOTAL BACK TO SCHOOL U.S. CONSUMER SPENDING

is projected to surpass \$100B, significantly higher than 2019's \$80.7B.

## A WAITING GAME

Most K-12 shoppers were still holding out on key purchases mid-summer, awaiting official school shopping lists. Shoppers reported that they had completed only 17% of their shopping by early July 2020.



## DEMAND FOR ELECTRONICS

Computers & electronics are the key drivers of projected 2020 Back to School sales growth -- K-12 up +35%; college up +11%.

## KEEPIN' IT CASUAL

Apparel overall is projected to be flat or down slightly YOY for all ages, but search interest in casualwear staples like hoodies (+24%) and sneakers (+14%) were trending up YoY.



View the full study at [forwardpmx.com](https://forwardpmx.com)

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