

# 2019 BACK TO SCHOOL

## 7 TRENDS TO WATCH

By [@MDCGAdvertising](#)

Before classes start up again this year, parents and students will be doing some serious shopping. More than half of all school-related spend occurs in the summer and early fall. This intense period of interest in a wide range of products is a powerful opportunity for brands. How can marketers make the most of it? What should they expect to be different—and the same—in 2019? Here are seven key back-to-school trends that brands of all types should watch closely.

### ONE: SPEND

BIGGER BUDGETS BUT FEWER CHILDREN



The good news for brands is that families' back-to-school budgets are up in 2019.

The bad news is that fewer children will be in school this year so overall spend in the US is down.



### TWO: CATEGORIES

CLOTHES AND ELECTRONICS ARE COSTLY

What will back-to-school spend go toward? Clothing and electronics are the biggest budget-burners.



### THREE: DECISION-MAKING

KIDS HAVE A BIG SAY

When it comes to who decides what to buy, kids are influential—especially in certain categories.

Three of Moms who say kids strongly influence the purchase of:



On average, teens spend **\$37** of their own money on back-to-school items.

Kids don't just influence purchases; they also directly control a portion of back-to-school spending.

### FOUR: TIMING

SUMMER IS FOR SHOPPING

When it comes to the timing of back-to-school shopping, summer is the heart of the season. While the bulk of shopping will occur in July and August, many families will purchase earlier and later.



### FIVE: PRICING

DISCOUNTS AND SALES ARE HUGEY INFLUENTIAL

Money matters. Discounts and good prices are the biggest drivers of purchase decisions. Many parents are stressed by the cost of back-to-school shopping and delay purchases until prices drop.

Back-to-school shoppers say they're primarily influenced by:

- Sales and discounts
- Competitive prices



### SIX: ONLINE VS. IN-STORE

BEHAVIOR VARIES BY CATEGORY

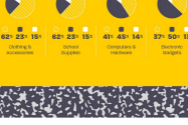
Brick-and-mortar is still at the heart of back-to-school shopping, though use of online channels is growing.

Expected share of 2019 back-to-school spend:



Category plays a big role in whether back-to-school shoppers purchase in-store or online.

Expected Share of Back to School Spend by Category



### SEVEN: BIG CHANGES

MOBILE AND AMAZON ARE ON THE RISE

One big trend in 2019 is the increased use of mobile to shop.

Share of back-to-school shoppers using mobile vs. desktop:



AND THE USE OF AMAZON IS INCREASING



# BACK-TO-SCHOOL SHOPPING 2019

IS SIMILAR TO THE PAST IN MANY WAYS

Clothing is still a top concern for kids and summer remains the heart of the season, but it's also different: the use of mobile devices to shop is on the rise and Amazon is encroaching on many different areas.