


Back To School

Americans spent a total of \$125.4 billion on back-to-school and back-to-college shopping in 2024¹. It was expected that parents would spend a median of \$628 per child on back-to-school items in 2025—the highest in four years. Costs vary by grade level, with high schoolers averaging \$800 and elementary students \$640. Spending on elementary students saw the sharpest year-over-year increase at 26%.²



60%

of shoppers visit
2 - 3 stores for most
of their back-to-
school shopping¹

Major Impacts²:

- 70% of parents worried that since many essential items are imported, they are vulnerable to tariff-related price hikes.
- 84% of parents saved by shopping during their state's tax-free holidays.
- Almost half of parents prefer generic supplies like store-brand notebooks and markers to help keep costs down.

Top Channels Shopped¹:

- 57% of K-12 back-to-school shoppers shop online.
- 50% shop at department stores.
- 47% of back-to-school shopping takes place at discount stores.
- 42% shop at clothing stores.



Trends & influences within this segment:

- **Social Media Shopping.** 75% of GenZ parents used social media for back-to-school shopping this year. In order for these products to thrive, packaging that brings with it an unforgettable unboxing experience is key.³
- **Early Shopping.** 67% of 2025 back-to-school shoppers began making purchases in early July⁴. Launching in-store merchandising and displays early in the summer ensures your brand is top-of-mind when buying decisions are being made—maximizing visibility and driving sales during peak planning periods.