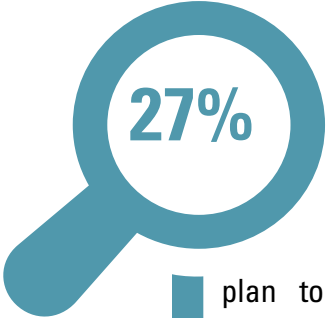


INSIGHTS

BACK-TO-SCHOOL (BTS) APPAREL



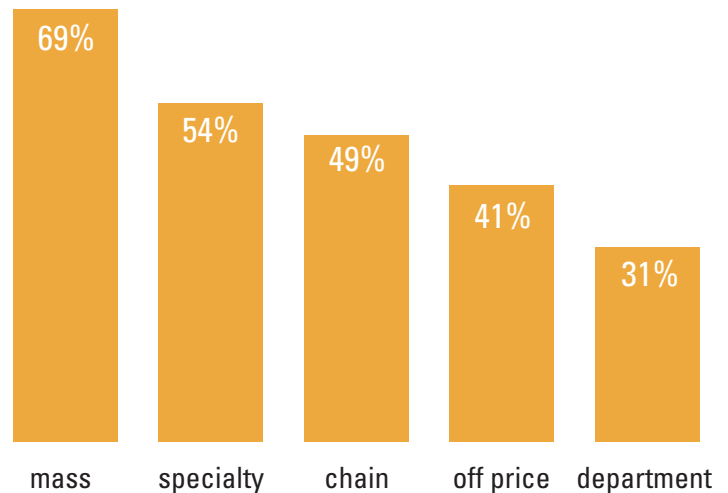
Back-to-school shopping is the second most important apparel season in the U.S., expected to reach an estimated \$857 billion¹ in 2017. With BTS purchases accounting for almost a fifth of retail sales (17%)¹, brands and retailers can gain part of this growing market by ensuring their clothing items are favorites in and out of the classroom.



27%

Although only 27% of BTS apparel shoppers plan to purchase online, 66% prefer to conduct their clothing research online.

PREFERRED BTS RETAIL CHANNELS



\$267 is the amount shoppers plan to spend on BTS apparel in 2017 compared to \$265 in 2015 & \$231 in 2013.



Clothing tops the list of BTS purchases with 91% of shoppers planning to buy, followed by shoes (87%), school supplies (86%), accessories (32%) & electronics (28%).

TOP BTS PURCHASE INFLUENCES



65%

ALREADY OWN & LIKE



50%

FRIENDS



29%

SOCIAL MEDIA



23%

FAMILY

WHEN DO SHOPPERS PURCHASE BTS APPAREL?

68%

before the first day of school

18%

a few weeks after the first day of school

14%

1-2 months after the first day of school



52% of parents make BTS clothing purchase decisions *with* their kids rather than alone (38%) or leaving it to their kids (11%).



BTS SHOPPERS PLAN TO PURCHASE...

87%

tops

81%

pants

76%

socks

72%

jeans

59%

shorts

95%

Among parents who have taught their kids to check the label, 95% have also taught their children to check for cotton.



Sources: Cotton Incorporated *Lifestyle Monitor*™ survey, an ongoing consumer survey among 6,000 U.S. consumers annually; External Data Source: eMarketer¹ *All back-to-school data is among those who plan to purchase back-to-school items.