



BACK TO SCHOOL 2023

THINGS TO KNOW ABOUT...



79%

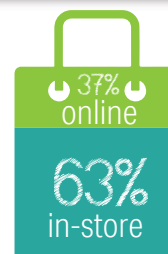
say rising costs will impact BTS shopping

49%

will spend more overall

34%

will buy fewer items, but spend same amount



% of planned BTS clothing purchases in-store and online

Where Do Parents Plan to Shop?



72%

Mass merchant



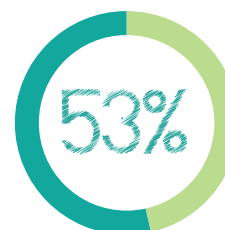
57%

Amazon



50%

Off-price stores



OVER HALF

of parents plan to purchase clothing for themselves while BTS shopping



76%

prefer child to be dressed in cotton



Top items to buy:



92%

 Shirts

86%

 Socks

86%

 Denim Jeans

Features parents look for:



70%

 Comfort

68%

 Quality

61%

 Durability

Influences on BTS clothing purchases:



47%

 Children's friends

33%

 Store displays

31%

 School policies