

BACK TO SCHOOL

SHOPPING TRENDS:

How, When, and Where Parents are Buying School Supplies

Discover how parents are navigating online and in-store shopping to get the best deals for back-to-school essentials.



Shopping Preferences:



51%

of parents are combining the best of both worlds by shopping online and in-store for back-to-school shopping

When Are They Shopping?

Late Summer is the most popular time for back-to-school shopping, with

45%

of parents waiting till August to start shopping



Where are they shopping?

Walmart 

Online shopping is outperforming in-store shopping by 31%

amazon

The go-to online destination for 79% of parents

TARGET

A strong contender for both in-store and online shopping

What Matters the Most:



Prices are the top priority for nearly half

46.1%

of parents when choosing where to shop



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714.754.1234.

Data witnessed July 2024.

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