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Back To School Shopping

2025

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How To Ace
Back-To-School Season

Parents, students, and teachers continue to show unwavering dedication to back-to-school (BTS) shopping. While shoppers remain focused on finding the best deals, there are still effective strategies to engage this audience efficiently.

Let's dive into the latest BTS trends, along with simple ways advertisers can elevate their next BTS campaign.

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Audience Trends: Student

77% of shoppers plan to purchase back-to-school supplies **in-store** while **65% plan to purchase online.**

Shoppers are **embracing cost-saving behaviors** like using coupons (34%), buying store brands (22%), and reusing supplies (34%).

Influencer reviews are key **98% of shoppers** trust creator opinions when choosing back-to-school products.

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Audience Trends: Parents

Parents are budgeting around **$858 per child** on BTS supplies, with total U.S. spending projected at **$39.4 billion**.

The **average household spent $1,364.75** on 2023 back-to-college shopping.

American **families spent a total of $125.4 billion** on back-to-school and back-to-college shopping in 2024.

Audience Trends: Teachers

The average teacher in the U.S. makes **$74,177 a year** and spends an average of **$895,** or approximately 1.2% of their salary, on school supplies throughout the school year.

Every year, more than **90% of teachers spend their own money** on school supplies and other necessities for their students.

U.S. teachers collectively spent **$3.24 billion** on classroom supplies in 2025
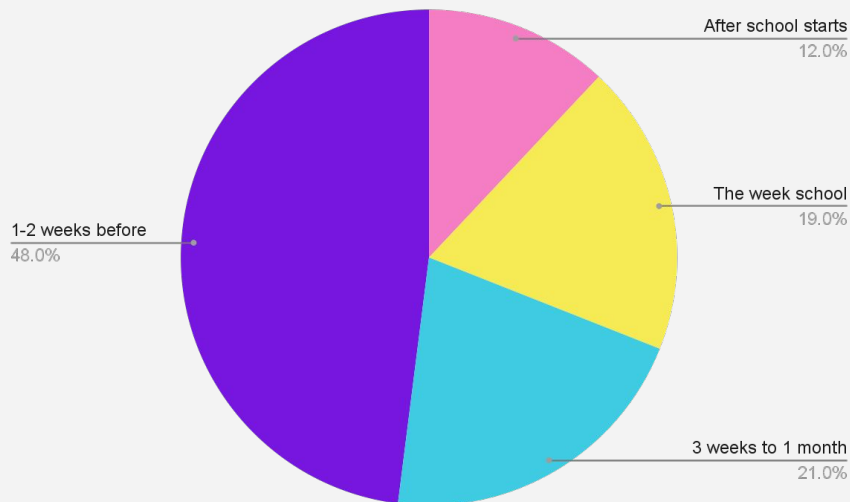
Teachers increasingly depend on Amazon Wish Lists to finance their classroom needs. Key items in demand include loose-leaf paper, glue sticks, backpacks, cleaning supplies and tissues.
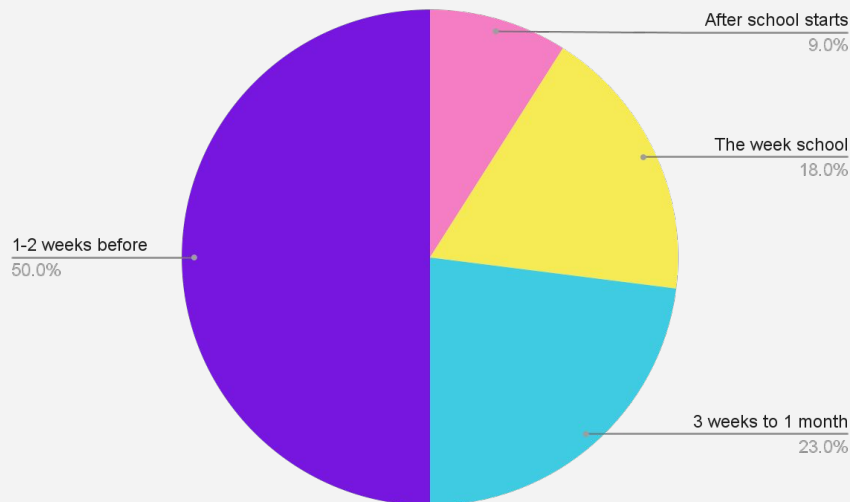
Back-to-School Blitz: When Shoppers Hit the Aisles

For both college and K–12 students, about half of back-to-school shoppers typically make their purchases **one to two weeks before classes begin**.

College Shoppers

- After school starts 12.0%
- The week school 19.0%
- 3 weeks to 1 month 21.0%
- 1-2 weeks before 48.0%

K–12 Shoppers

- After school starts 9.0%
- The week school 18.0%
- 3 weeks to 1 month 23.0%
- 1-2 weeks before 50.0%

Source, National Retail Federation

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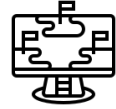# Top of the Class: 4 Strategies that Pass the Test

Omnichannel Approach

Retailer's First Party Data

Discounts in Creative

Hyperlocal Strategy

Top of the Class: 4 Strategies that Pass the Test

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01

Omnichannel Approach

Leverage an omnichannel approach to reach consumers across their daily journey, promote your brand's messaging, and encourage them to shop.

Our Key Partners for your Omnichannel Campaign

stirista

Behavioral Data & Contextual Data

SAMSUNG Ads

ACR Data

∧ttain

Transaction / Purchase Data

comscore

Behavioral Data

amazon

First-Party Purchase, Browsing, and Behavioral Data combined with Retail Media Data

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02

Retailer's First Party Data

Harness the power of first-party retail data for BTS to surpass competitors and engage consumers seamlessly. Utilize retail data to pinpoint relevant audiences exploring competitive or complementary products.

Benefits of Retail Media Networks

- Deterministic data
- Future-proof, not reliant on cookies
- Reach consumers across their online journey
- Easily integrate into full-funnel campaign
- Measurable
- Accessible for non-endemic brands to maximize reach
- Cross format amplification for continuous engagement with their target audience
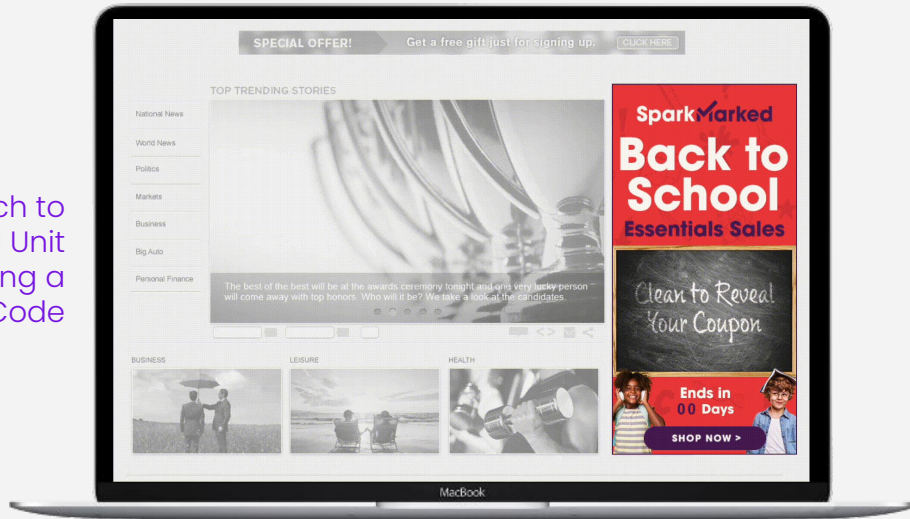
amazon.com

Walgreens

Walmart

Fanatics

TARGET

ebay

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03

Discounts In Creative

Encourage product purchases by promoting a discount code across your ads, as shoppers actively seek deals to motivate their buying decisions.

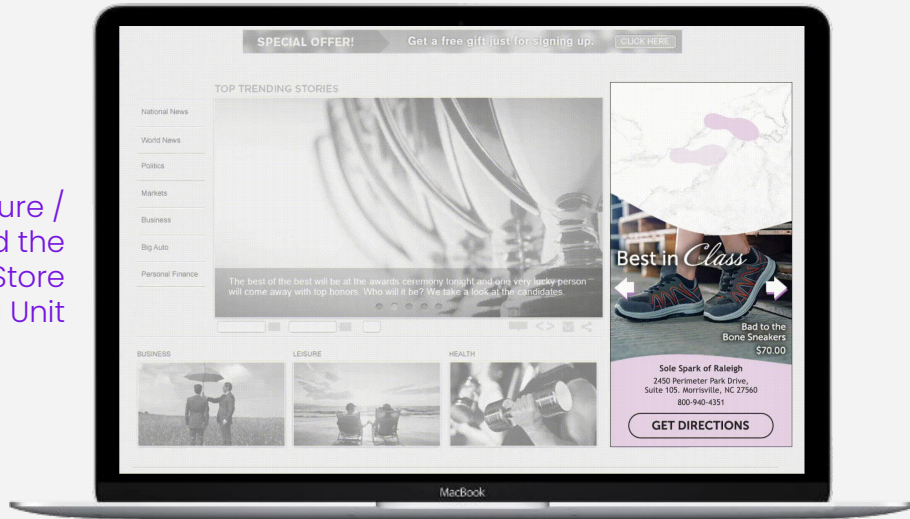Scratch to Reveal Ad Unit Featuring a Discount Code

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Hyperlocal Strategy

Use a hyperlocal approach by honing in on users who are visiting the stores where your products are offered in real time or previous visitation targeting to certain locations.

Map Feature / Find the Nearest Store Ad Unit

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your vision.

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We offer a full stack of technology, but our true strength lies in understanding your needs and curating a plan to reach those goals. From smart strategies and advanced tech to media expertise and analytics, we provide everything your brand needs to scale. With the Digilant team, you get a flexible, all-in-one approach centered around what makes you unique.

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