



# 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



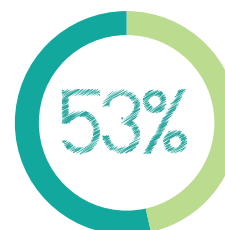
# 57%

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