

Big Box and Bigger Budgets: Americans Prepare for a Return to the Classroom this Fall

Shopkick survey finds most consumers plan to shop in-store this back-to-school season

SAN MATEO, Calif. -- June 28, 2021 -- Following more than a year of remote and hybrid learning, most American families (71 percent) are finally preparing for a full return to the classroom this fall. As such, nearly all (92 percent) of this year's back-to-school shoppers plan to make their purchases in physical retailers, a noticeable increase compared to [last year](#), when 66 percent said they would shop in-store.

[Shopkick](#), a leading shopping rewards app, surveyed more than 7,400 consumers to uncover how they are planning to shop this back-to-school season. The survey was conducted between May 5-10, 2021.

Key Findings Include:

- **Bigger Budgets:** The return to in-person learning also means families are ready to shell out more on supplies. This year, the largest segment of shoppers (42 percent) plan to spend between \$101-\$300 on back-to-school items, due to decreased spending last year (55 percent), their need for all new school supplies (30 percent), or their return to pre-pandemic spending habits (30 percent).
- **Big Box Wins Again:** Of the 92 percent of consumers who plan to do their back-to-school shopping in-store, nearly all (92 percent) will do so at Big Box retailers, a similar result to 2020 findings (95 percent). This year's shoppers also plan to purchase supplies at dollar stores (40 percent), office supply stores (37 percent), and off-price retailers (35 percent).
- **Tech Savvy Shoppers:** Consumers have become well-accustomed to the omnichannel shopping experience and this back-to-school season proves no different. Eighty-five percent of Americans say they will use their mobile devices while shopping, for everything from comparing prices to making mobile purchases.
- **Safety First:** Health and safety remain top of mind according to 90 percent of consumers who plan to add COVID-19 precautionary supplies to their carts. Such items include hand sanitizer (79 percent), cleaning wipes (71 percent), masks (61 percent), paper products (55 percent), and disposable cutlery for lunchtime (21 percent).
- **Dress to Impress:** This year, more than half of consumers (60 percent) plan to spend most of their back-to-school budgets on apparel, trailed by basic school supplies (24 percent), technology (10 percent), dorm furnishings (4 percent), and books (3 percent).

- **Early Birds:** Consumers are eager to get a head start on back-to-school shopping, with 19 percent who say they have already started. However, many (42 percent) plan to shop one month prior to the first day of school, followed by 28 percent planning for two months prior, and just 8 percent planning for one week prior.

“While Americans prepare for this back-to-school season in different ways than last year, some habits are sticking around,” said Dave Fisch, general manager of Shopkick. “Retailers must be ready for an influx of in-store shopping without neglecting the omnichannel, mobile experiences consumers have grown accustomed to.”

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About Shopkick, Inc.

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company's unique pay for performance model has been proven to deliver high ROI while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Barilla, Best Buy, eBay, GE, Kellogg's, TJ Maxx, and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit www.shopkick.com.

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