

The background is a solid teal color with a top-down view of various school supplies scattered across it. Visible items include paper clips, a ball of string, a stapler, a pencil sharpener, a ruler, pencils, pens, a compass, a protractor, a small potted plant, and a pair of scissors.

Back to School Is A Battle Between The Trendy And The Affordable

Geo: US
April – June 2022

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Current Events Cause Affordability And Trends To Intersect In New Ways



As we experience record inflation and ongoing supply chain shortages continue to raise prices, the world is continuing to re-open, renewing interest in trends that took a backseat during the pandemic. This report will illustrate that consumers are striking a balance between what their dollar can get them while still actively seeking to be on trend, in areas like clothing, footwear, consumer electronics, and school supplies.

Clothing Brand Engagement Is More Stratified Than Shoe Brands By Trends

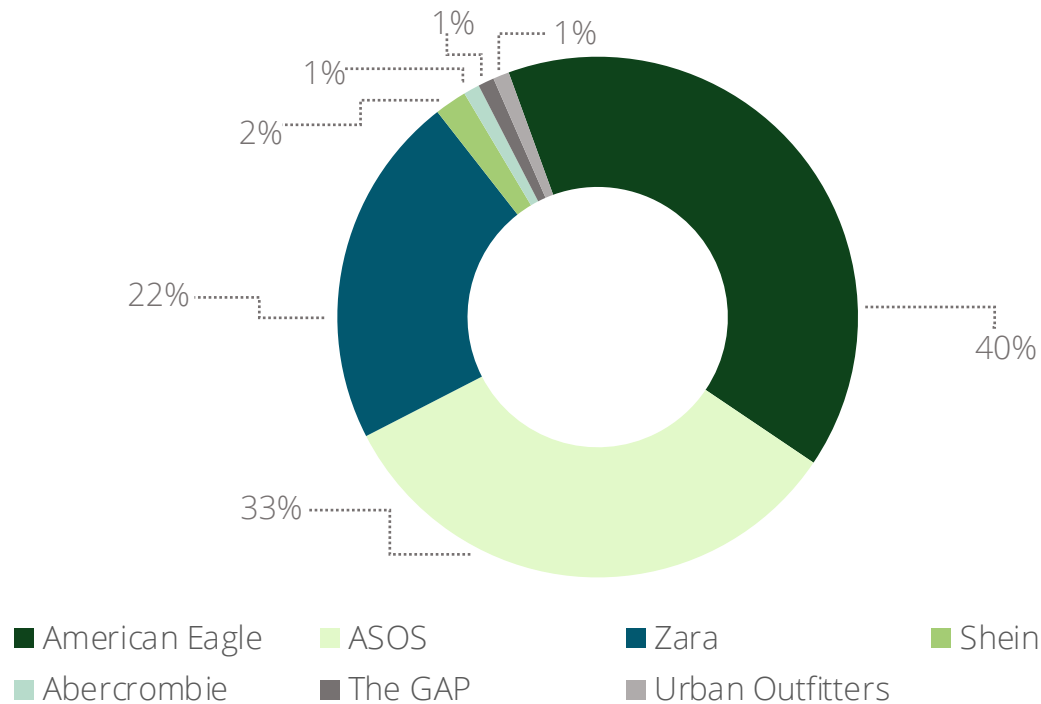


Online Behavior by a US Back to School Retail Audience

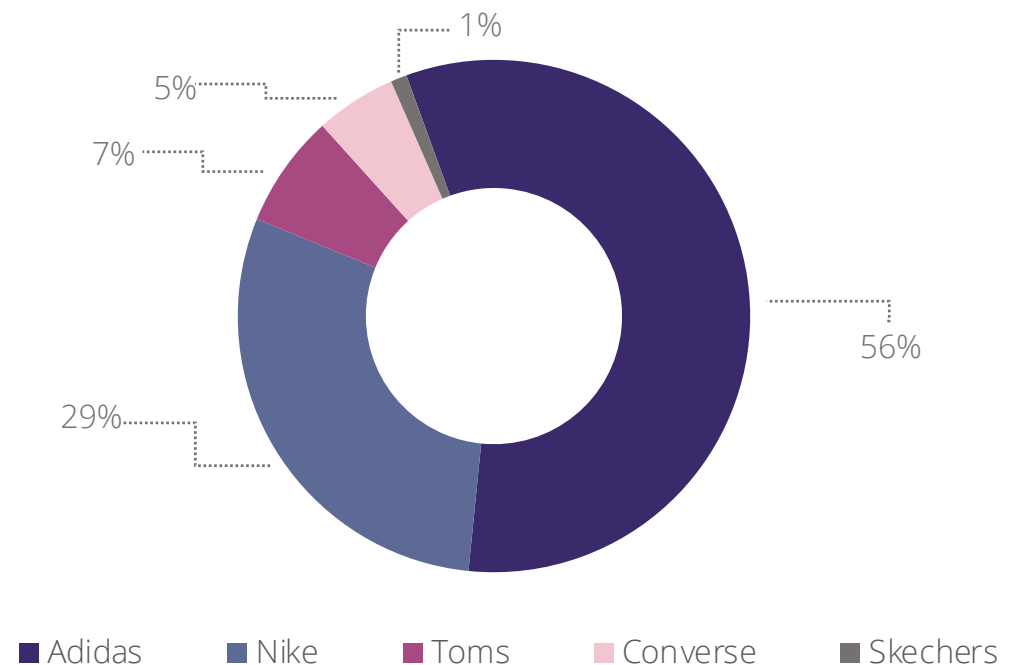


*As recent trends span multiple disparate aesthetics, clothing brand engagement has stratified, perhaps favoring the larger brands who can more easily put resources towards new, fashion-forward products. However, specific shoes *have* become trendy in themselves, such as Nike Air Force 1 and Adidas' Yeezy line, condensing engagement into fewer brands.*

Engagement With Clothing Brands (%)



Engagement With Shoe Brands (%):

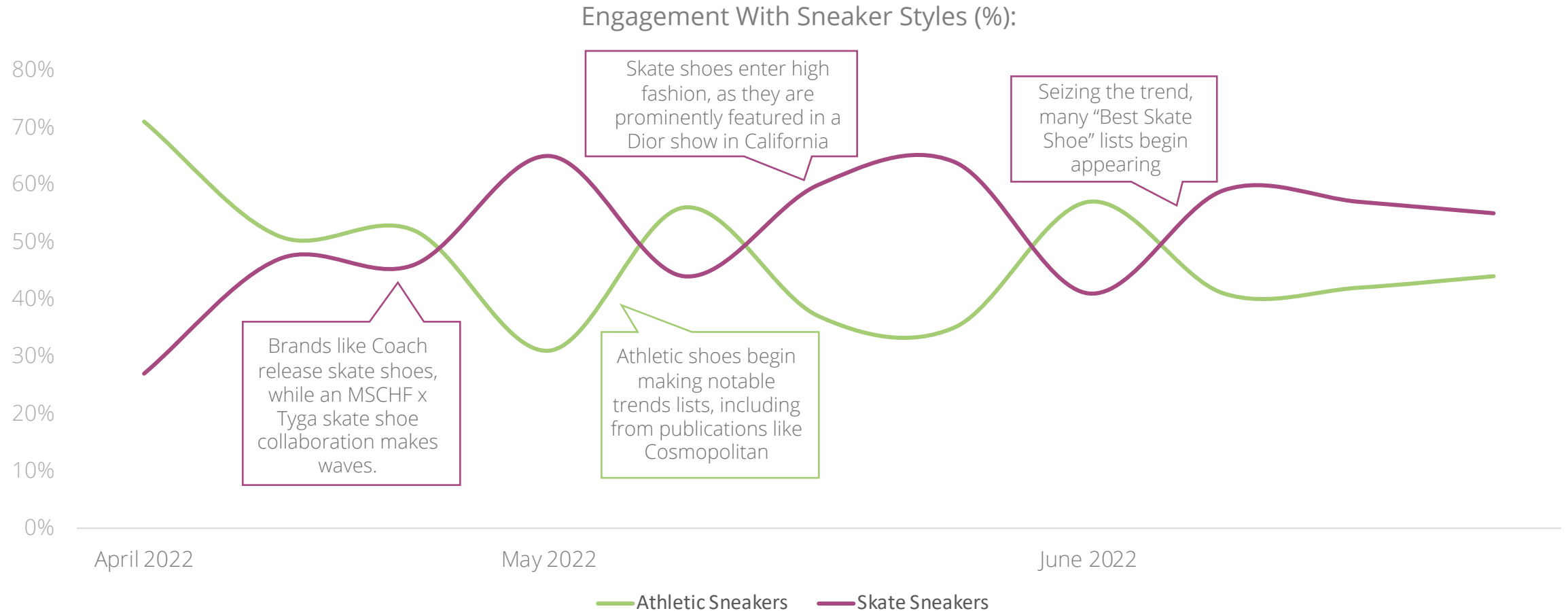


Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: April - June 2022

Skate Sneakers Are Here To Stay



Online Behavior by a US Back To School Retail Audience



Skate sneakers and athletic sneakers have both emerged as recent fashion trends beyond their original purposes. Skate sneakers have consistently had higher peaks in engagement and appears to be maintaining a higher position than athletic sneakers, revealing the skate sneaker trend's staying power.

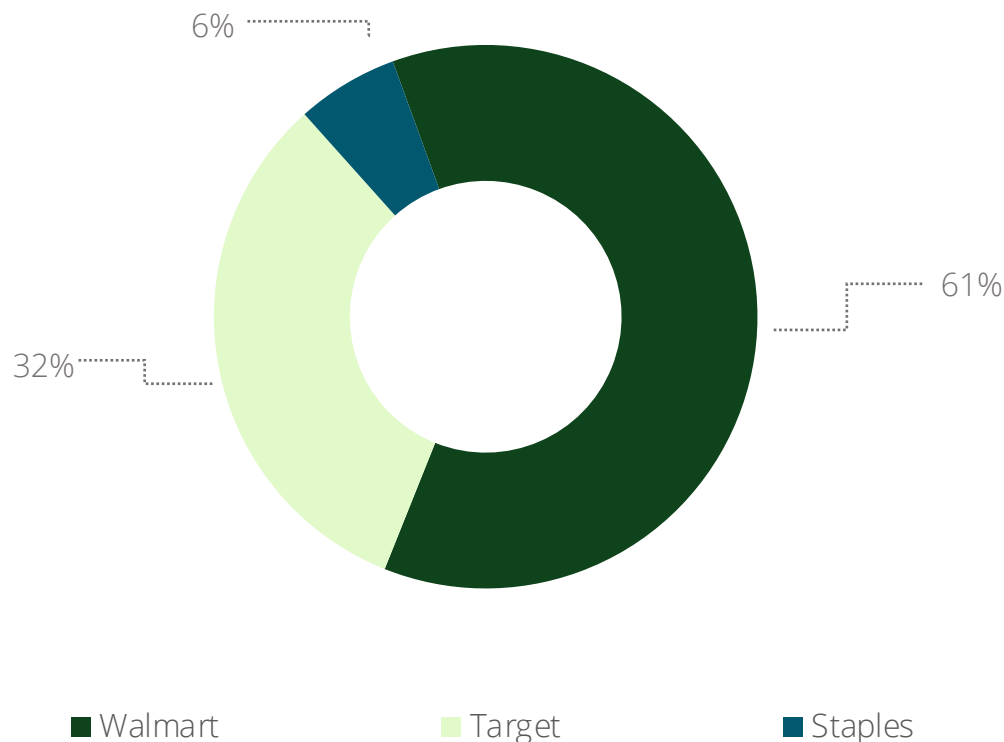
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Affordability Is A Key Metric For Buying School Supplies

Online Behavior by a US Back to School Retail Audience

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Engagement With School Supply Vendors (%)

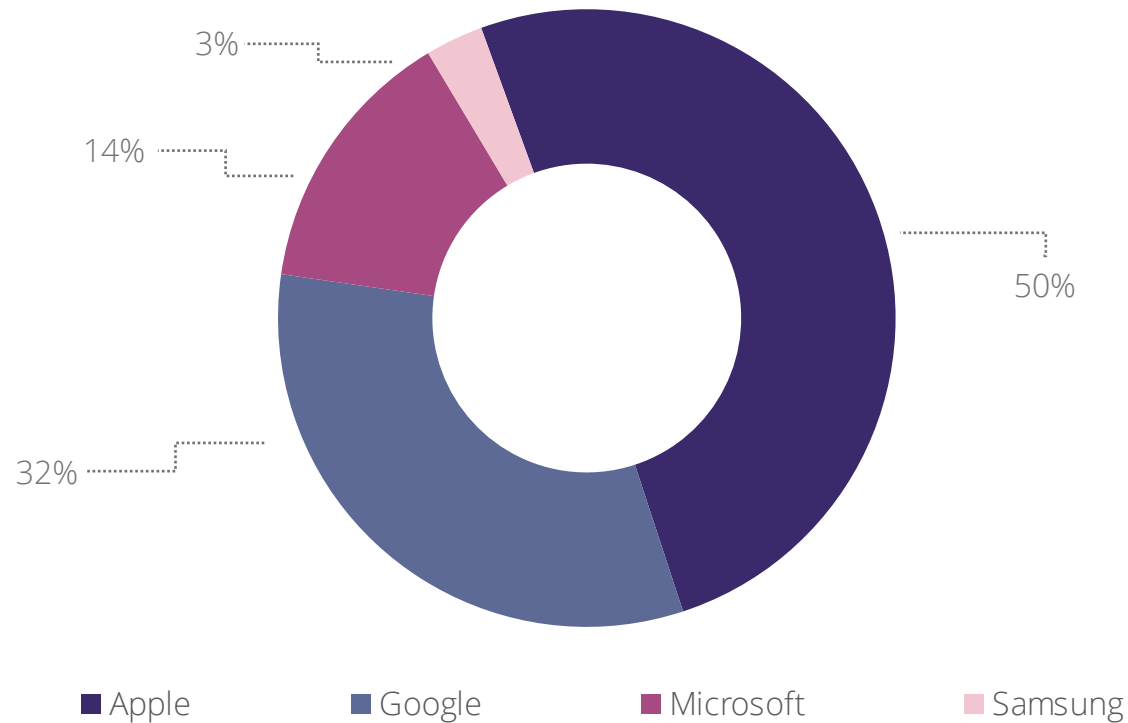


As inflation continues, consumers are looking for the cheapest option for buying school supplies, as engagement decreases as product price increases.

Apple's Brand Wins Out Against More Affordable Options

Online Behavior by a US Back to School Retail Audience

Engagement With Consumer Electronic Brands (%):



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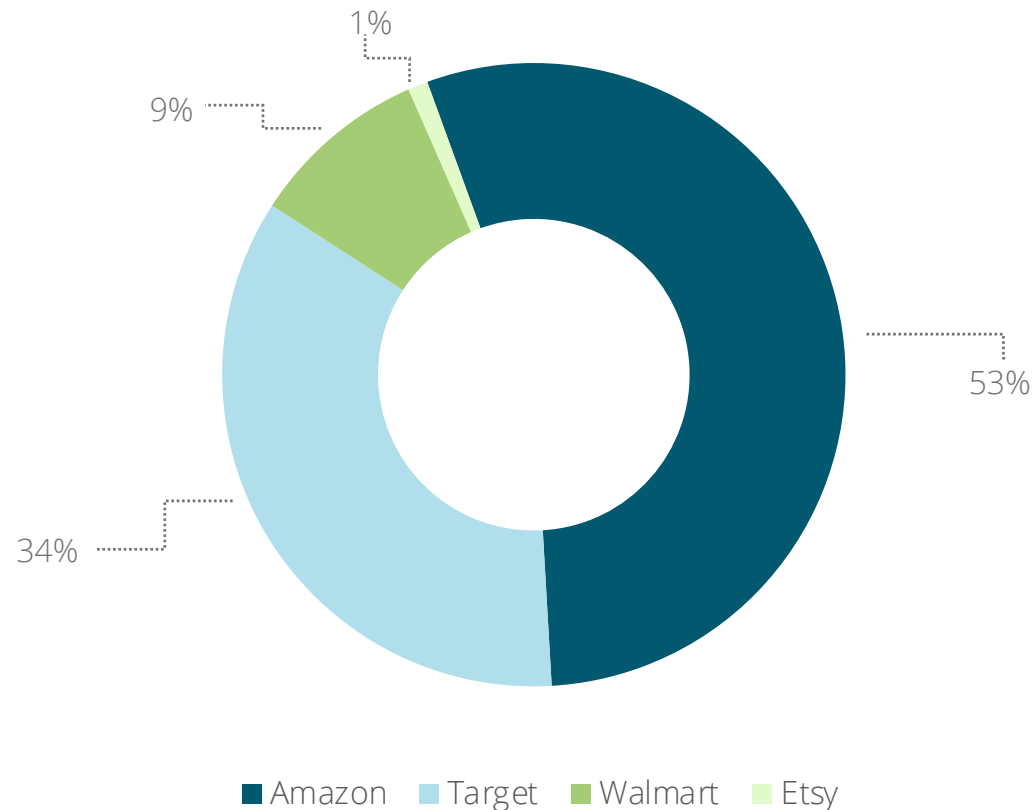
Even as spending power decreases, Apple has the highest engagement, revealing the brand dominance of Apple products.

Amazon Is The Frontrunner For College Living Needs

Online Behavior by a US College Living Audience

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Engagement With College Essentials Retailers (%):



As college resumes on-campus life, Amazon has the majority engagement by a US college living audience, perhaps due to Amazon's convenience and wide range of brand availability.

Top Snacks Are Both Satisfying And Diet-Compliant

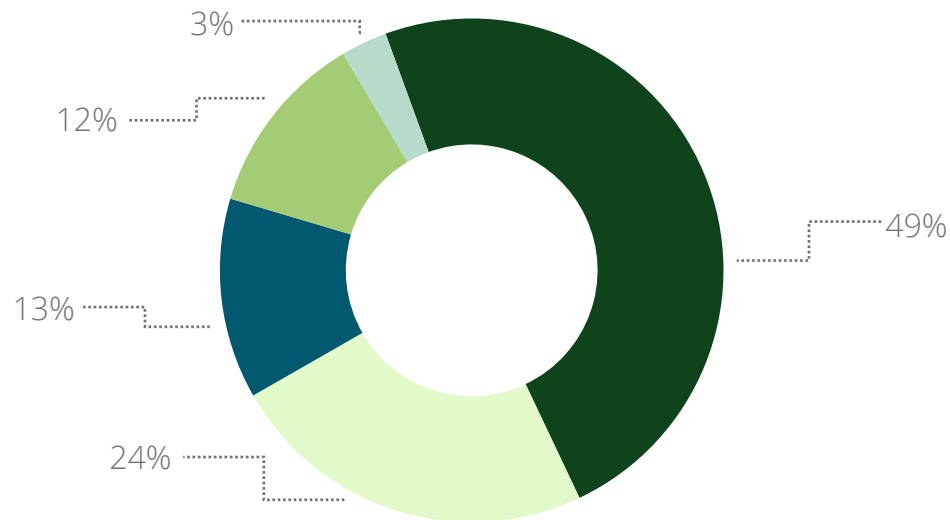


Online Behavior by a US Back to School Retail Audience



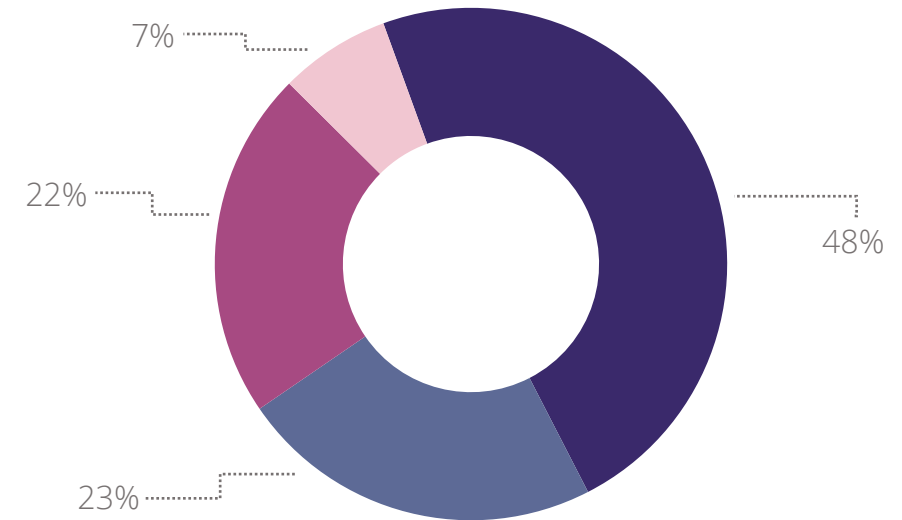
Interest in single-serve snacks has been cemented by Covid-19, due to the spread risks of sharing food and reducing the amount of time spent unmasked to eat. In conjunction, data shows that snacks should be satisfying, either to the palate (as shown by baked goods' high engagement, including muffins, cookies, and snack cakes), or nutritionally (yogurt and granola/trail mix are both high in protein and fats).

Engagement With Types of Snacks (%)



■ Baked Goods ■ Yogurt ■ Granola/Trail Mix ■ Candy ■ Crackers

Engagement With Snack Parameters (%)



■ Nut-free ■ Dairy-free ■ Single serve ■ Sugar-free

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Back to School Key Takeaways



Clothing is stratified due to aesthetic, while shoes have become symbols and are therefore more aesthetic-agnostic.



School supplies are going to be dependent on pricing, especially if inflation continues.



College living choices are affected by convenience as well as price, as many college students look for easy, inexpensive solutions for their dorm or college apartment.



Snack engagement is a balance of both healthy and tasty, while new snacking needs are forming in response to diet needs and Covid-19.

Audiences to Activate

Consider the following segments in your activation strategy



Relevant Segments

- Food & Drink > Cooking & Recipes > Healthy Eating
- Food & Drink > Food > Baked Goods
- Food & Drink > Food > Candy & Sweets
- Jobs & Education > Education > College & Universities
- Jobs & Education > Education > Primary & Secondary Schooling (K-12)
- People & Society > Millennials
- Real Estate > Apartments & Residential Rentals
- Real Estate > Rental
- Shopping > Apparel > Casual Apparel
- Shopping > Apparel > Children's Clothing
- Shopping > Apparel > Footwear
- Shopping > Apparel > Men's Clothing
- Shopping > Apparel > Women's Clothing
- Shopping > Mass Merchants & Department Stores

Custom

Create your own custom audiences using relevant privacy compliant signals, such as sneakers, back to school, or thrifty shoppers.

Thank You