

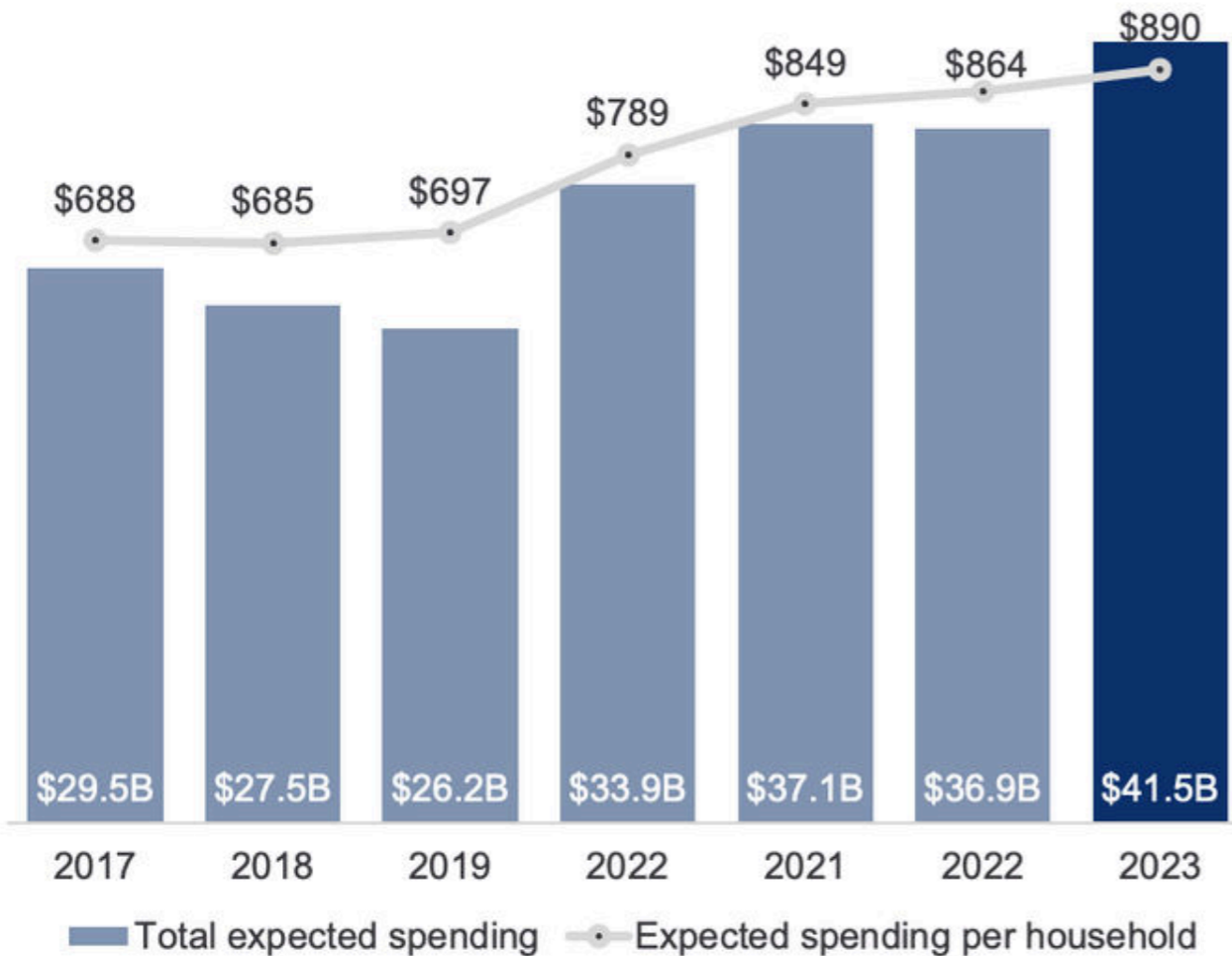
A photograph of a male teacher with glasses and a beard, wearing a plaid jacket, standing in a classroom. He is smiling and reaching out towards a young girl with a pink backpack who is also reaching up. Another girl is visible in the background. The scene is overlaid with a blue gradient and faint white line-art icons of school supplies like a calculator, pencil, and paper.

# Back-to-Class 2023

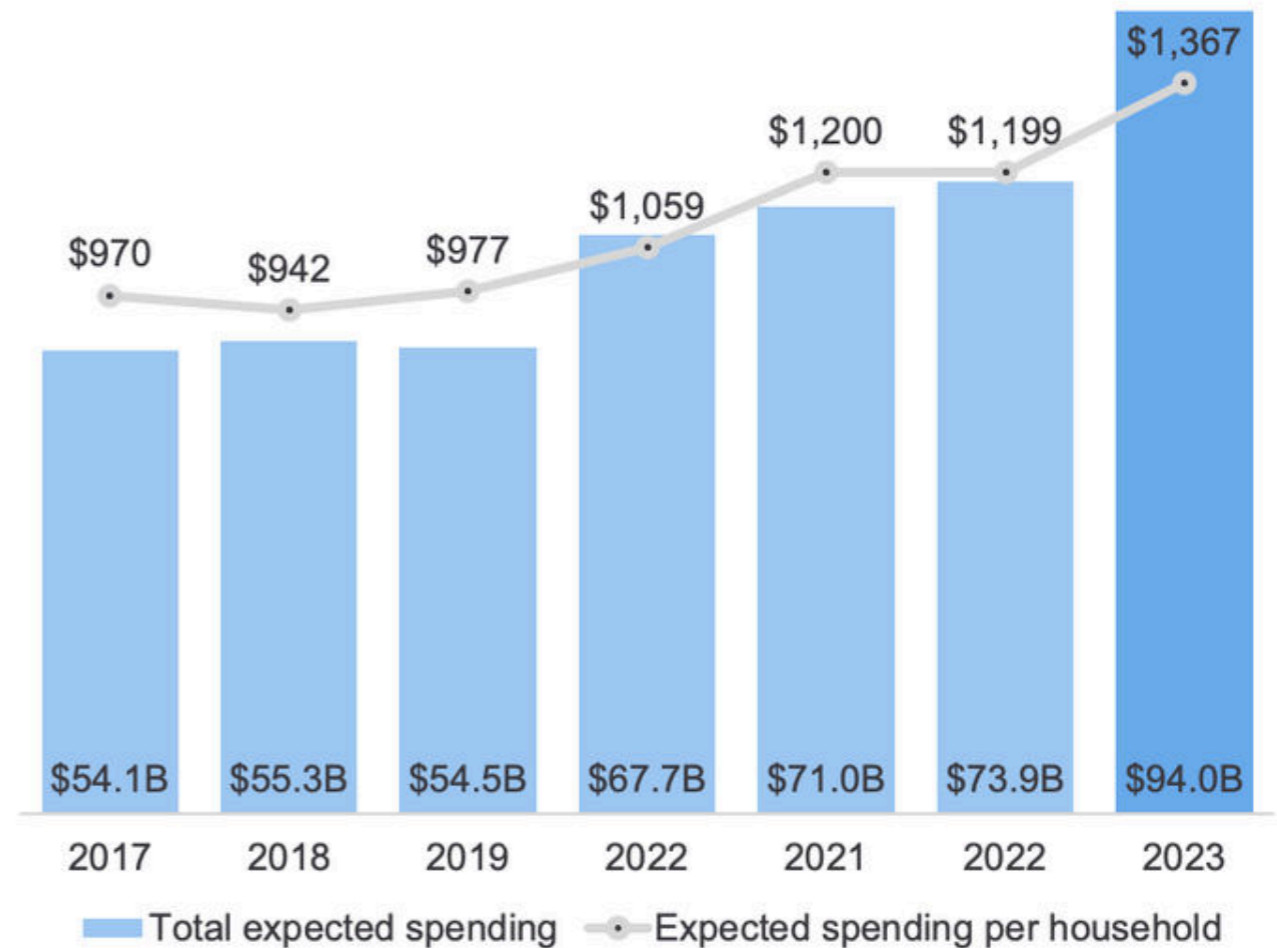
**KATHERINE CULLEN**  
**VICE PRESIDENT**  
**INDUSTRY AND CONSUMER INSIGHTS**  
**NATIONAL RETAIL FEDERATION**

# Expected back-to-school and college spending

## Back-to-School



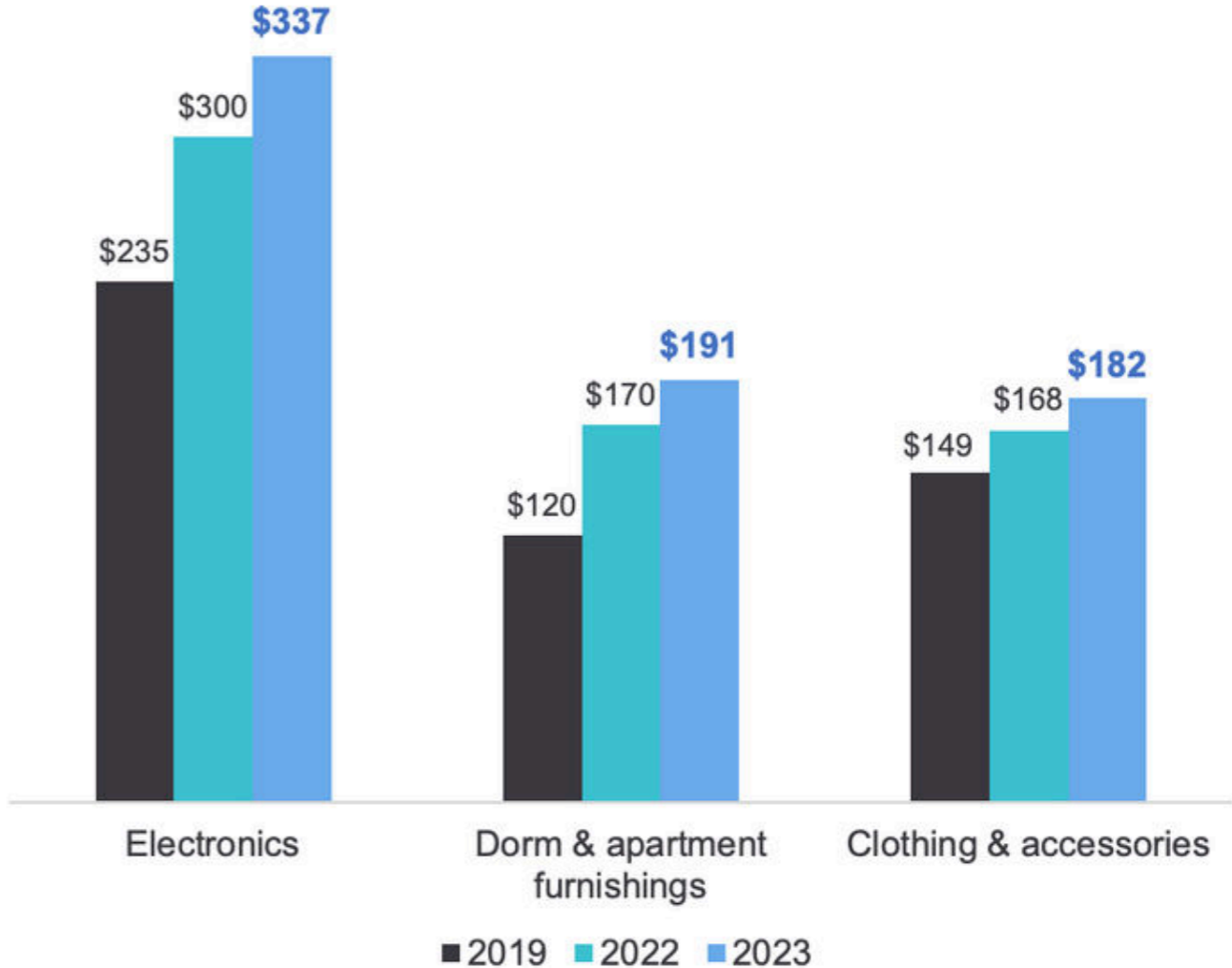
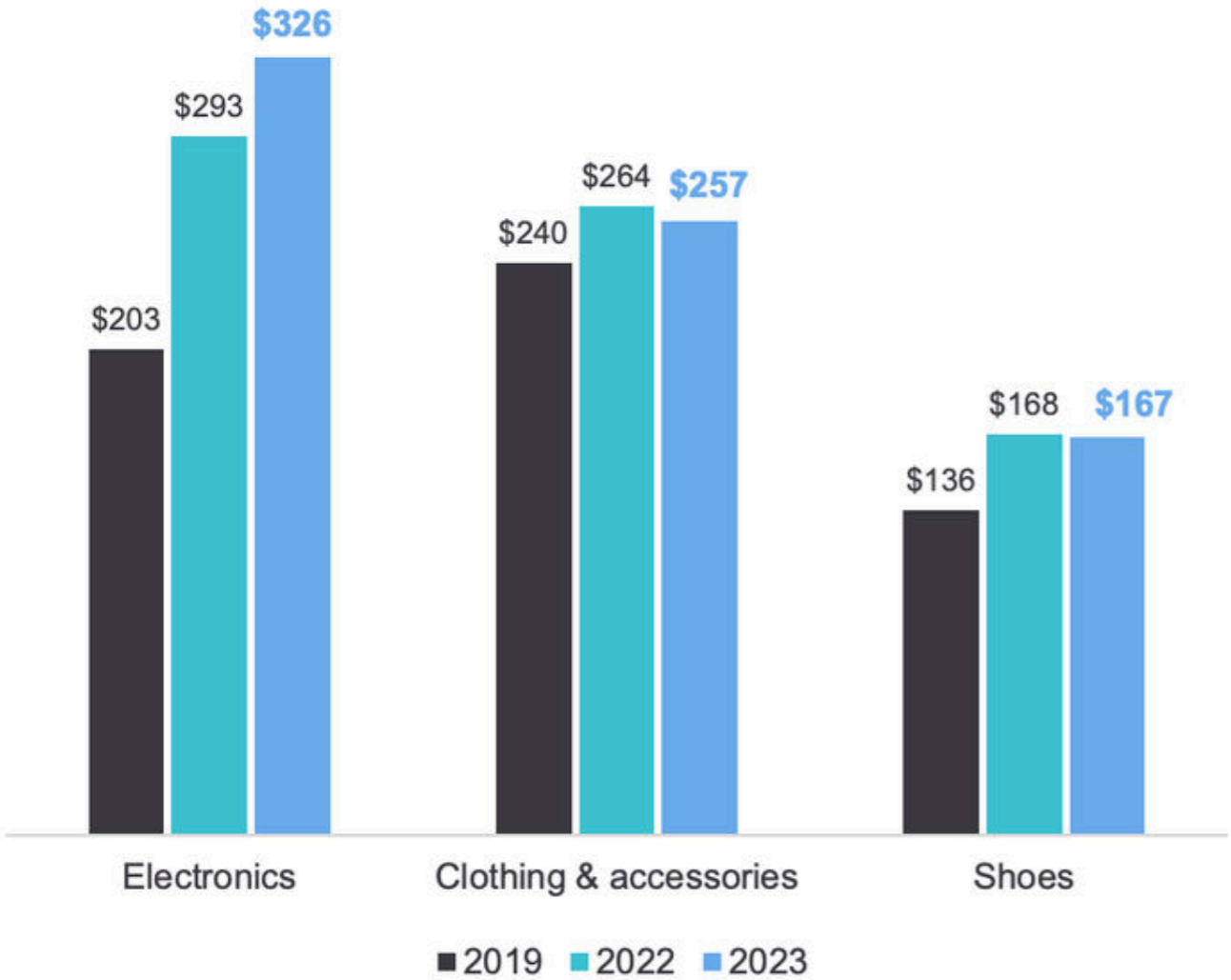
## Back-to-College



# Top back-to-school and college categories by spending

## Back-to-School

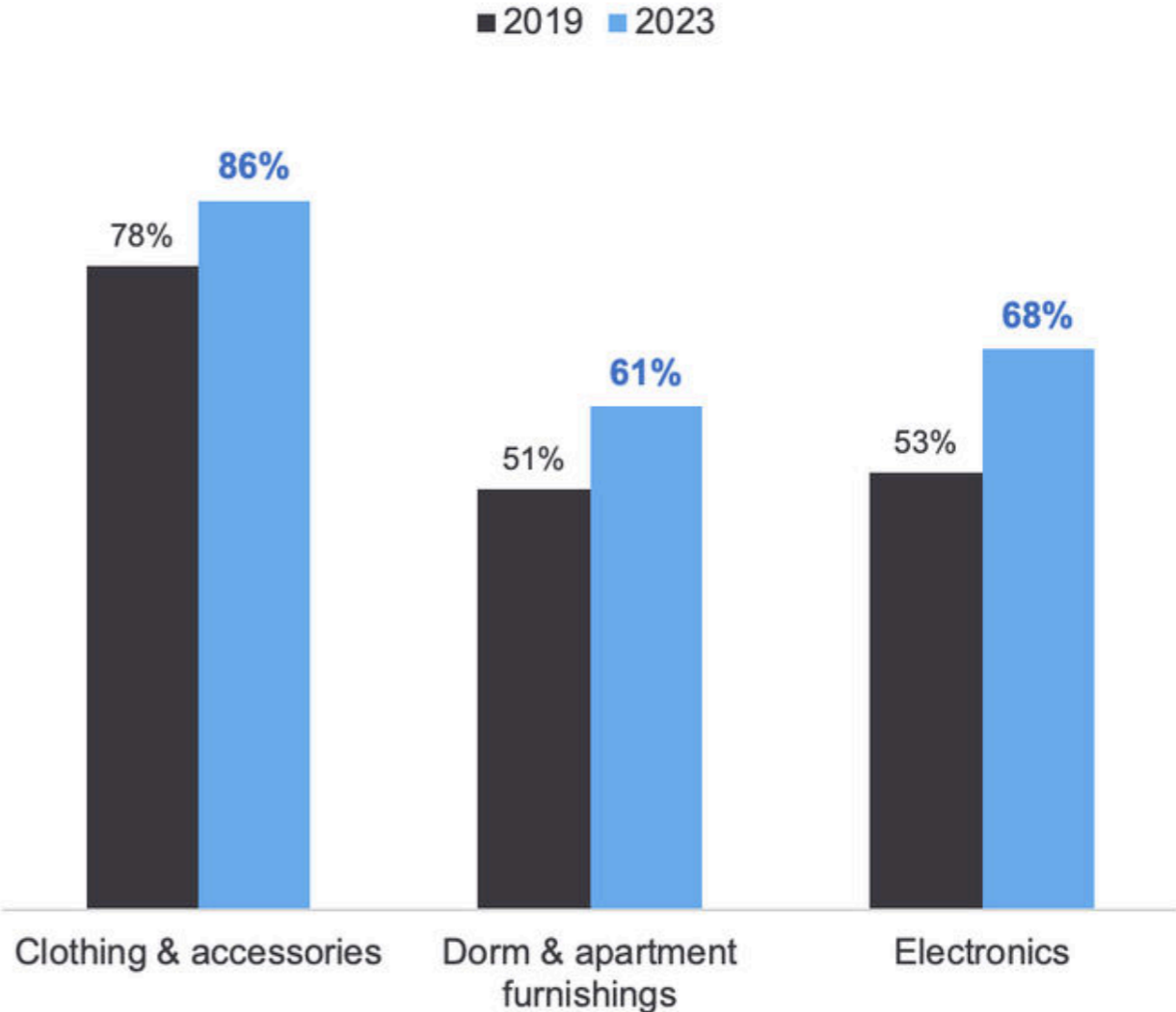
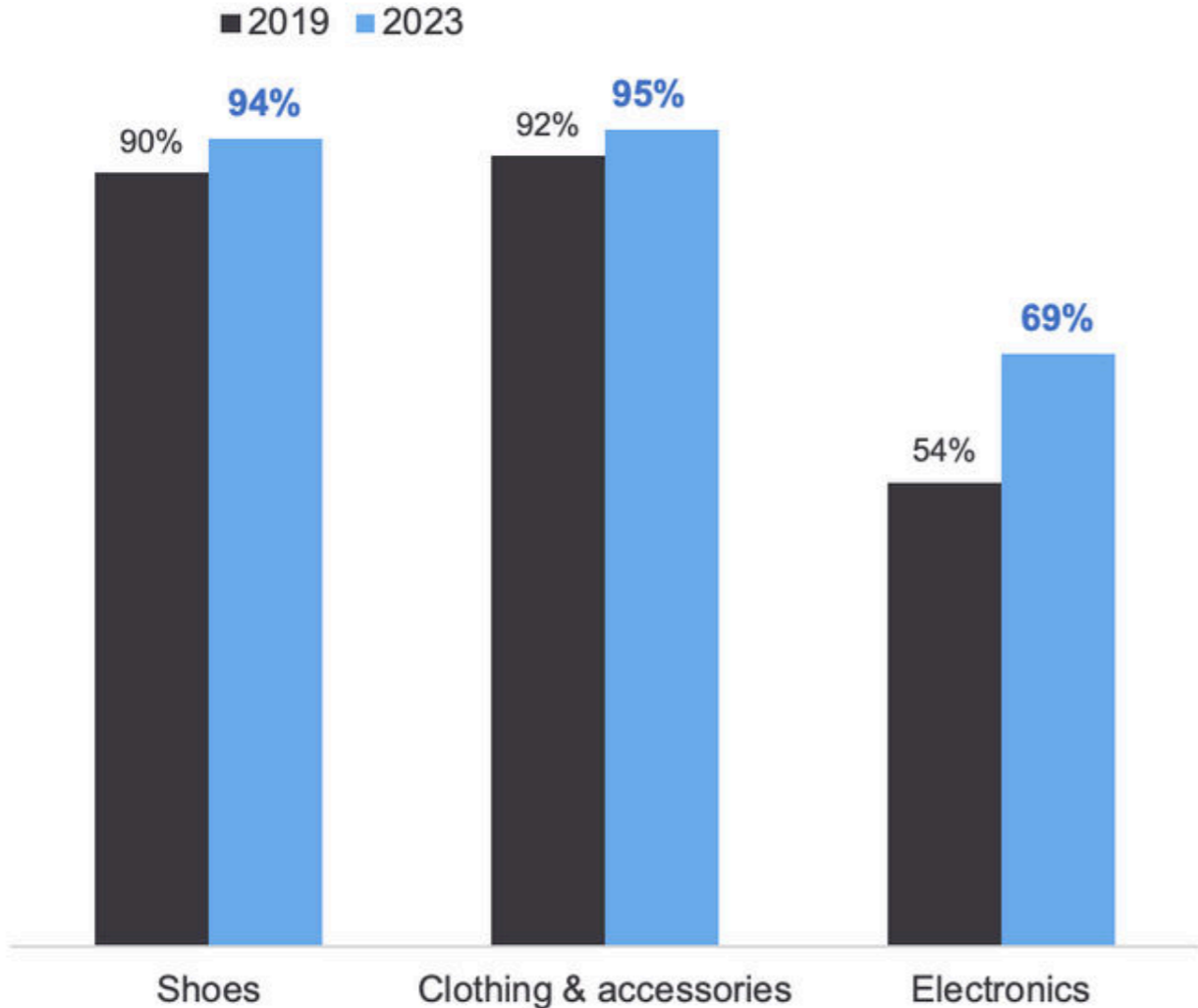
## Back-to-College



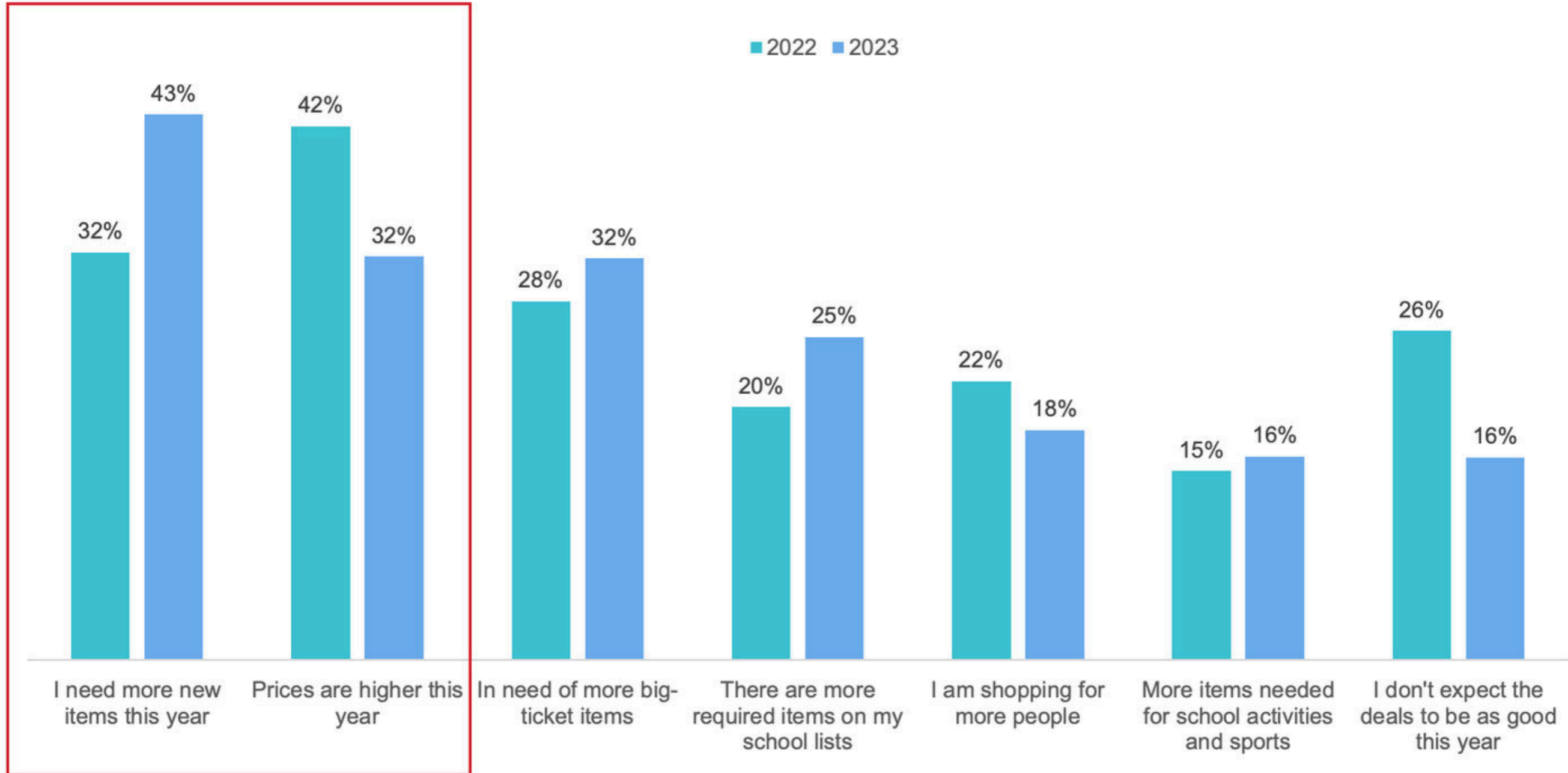
# Top back-to-school and college categories by popularity

## Back-to-School

## Back-to-College

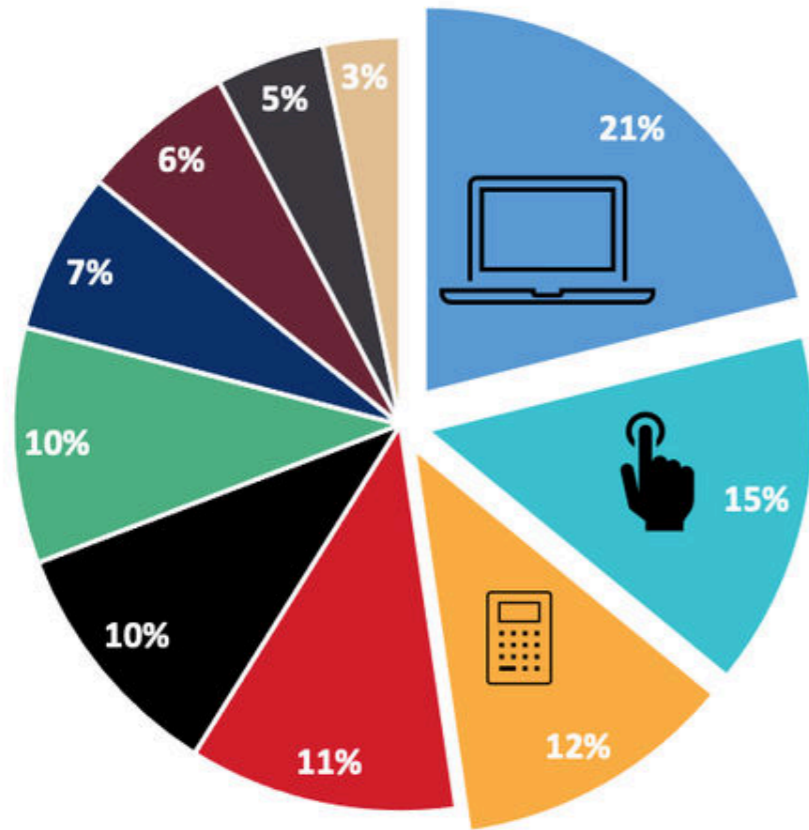


# Drivers of back-to-college spending



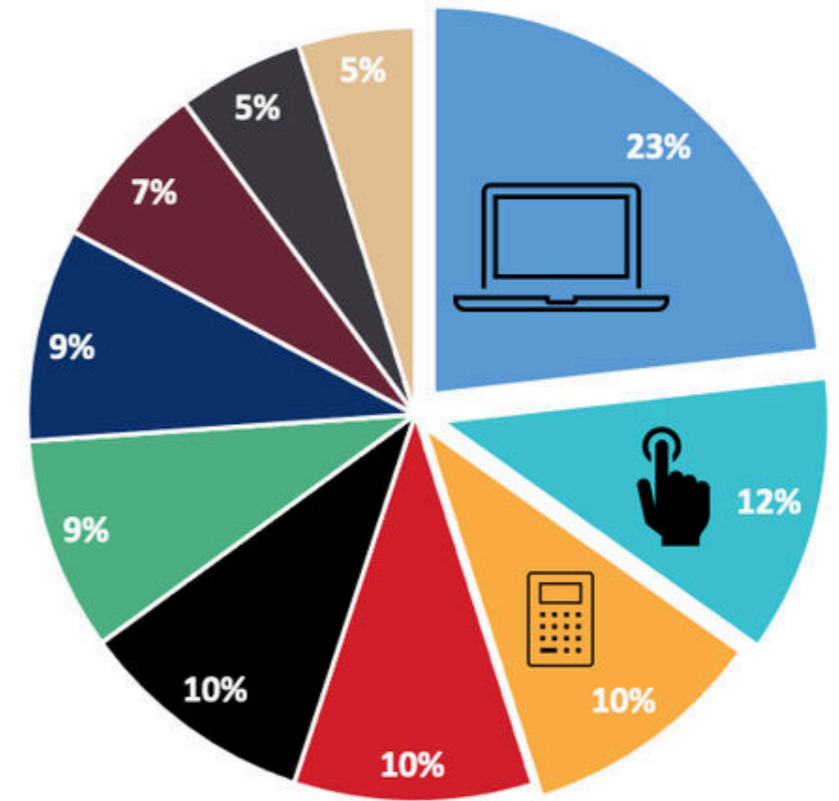
# Electronics are a back-to-class essential

## Back-to-School

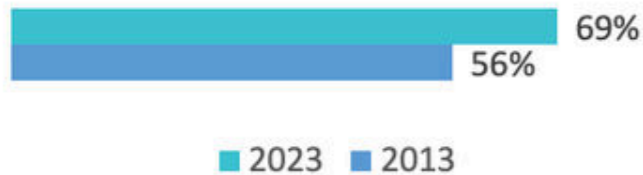


- Laptop
- Tablet
- Calculator
- Electronics accessories
- Speakers/headphones
- Smartphone/cell phone
- Printer
- Home/desktop computer
- Smartwatch/activity tracker
- TV

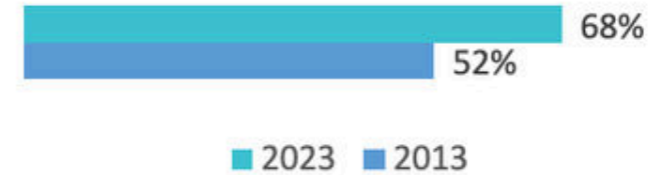
## Back-to-College



### Plan to Buy 2013 vs. 2023

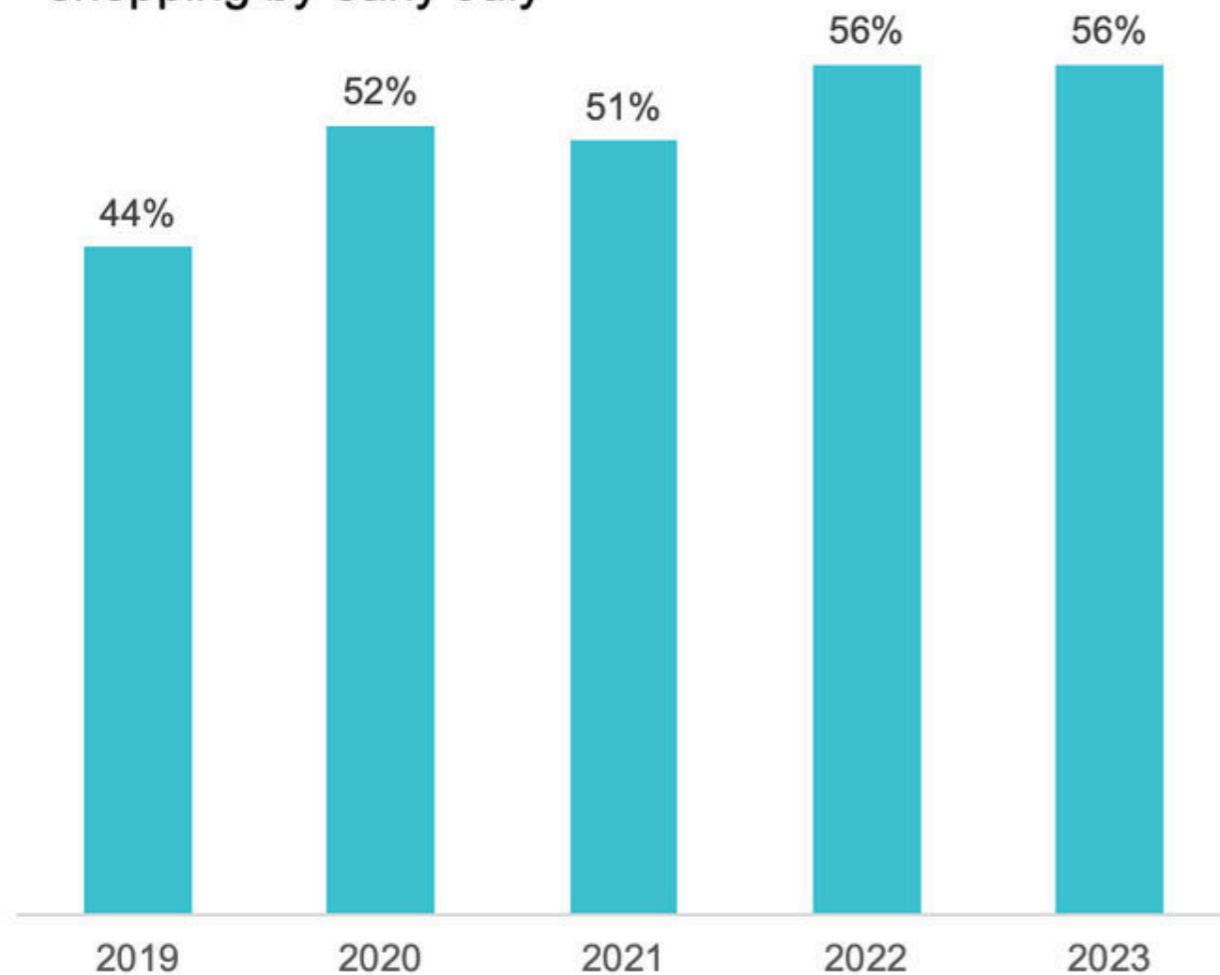


### Plan to Buy 2013 vs. 2023



# Where back-to-class shoppers are in the season

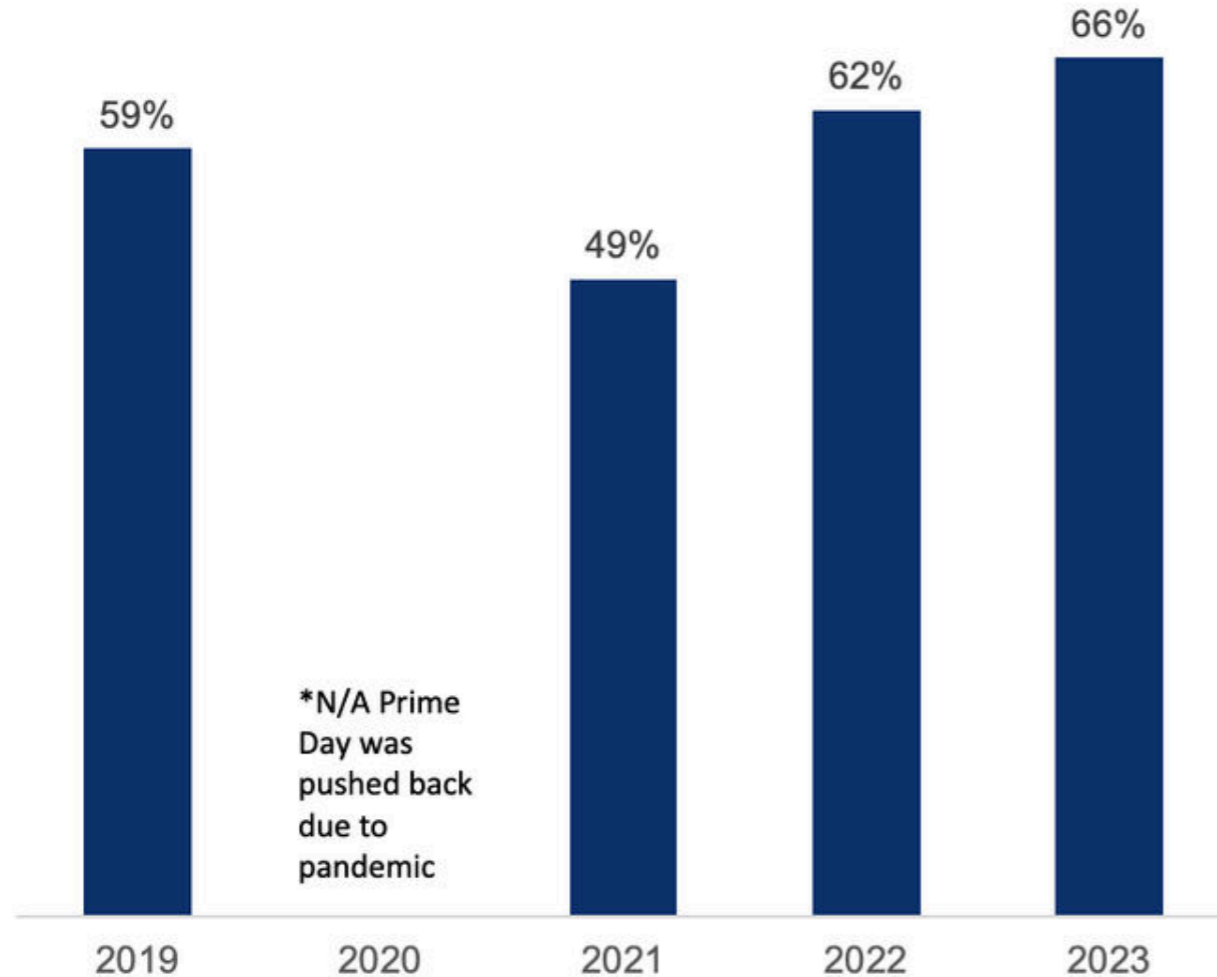
Percent who had started back-to-school and college shopping by early July



- **13%** had received their school lists
- **41%** expected to receive their school lists by the end of July

# Prime Day back-to-class shopping

Percent who are planning to use Amazon's Prime Day to shop for back-to-school/back-to-college items



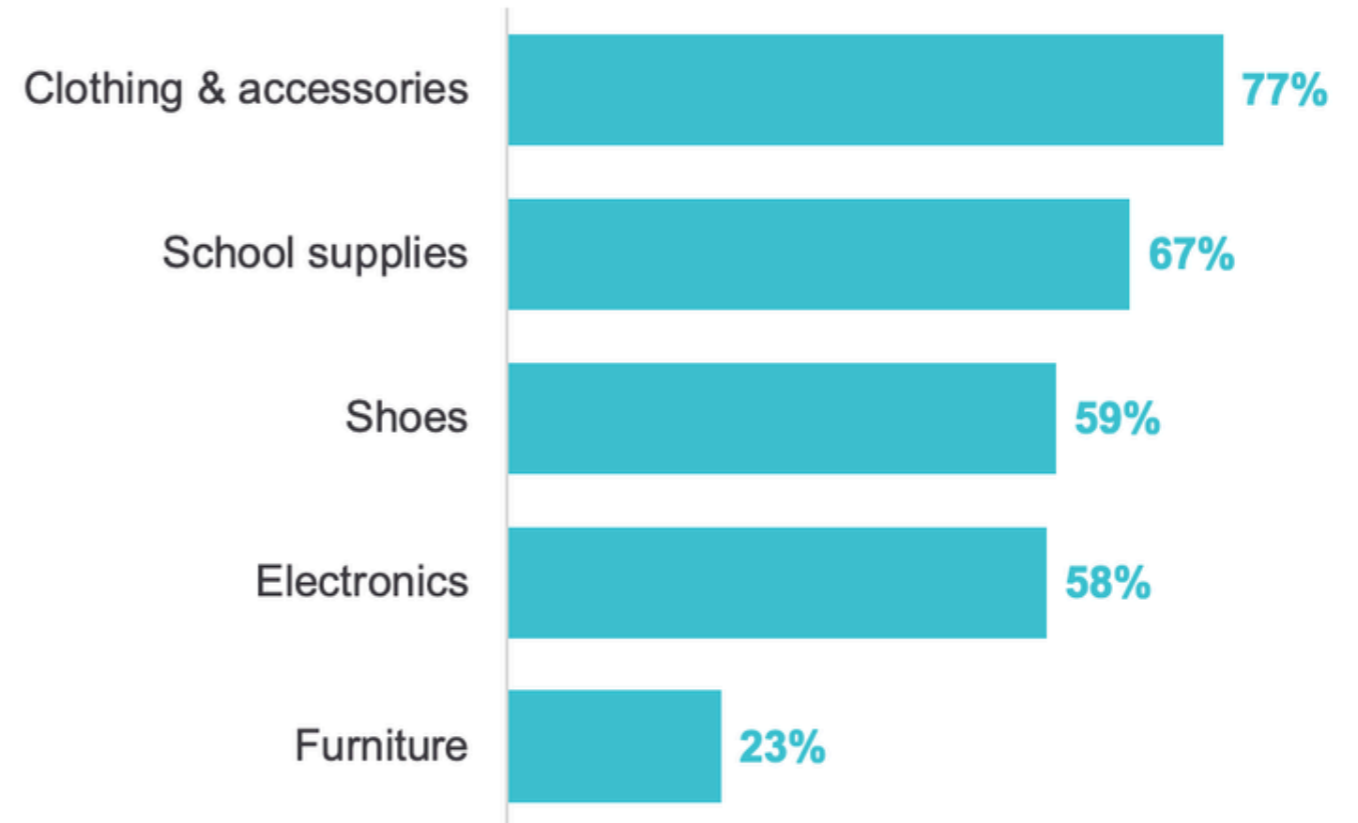
- **66%** plan to shop Prime Day exclusively for deals
- **31%** plan to shop other online deals during Prime Day
- **22%** plan to shop in-store deals at other retailers on Prime Day



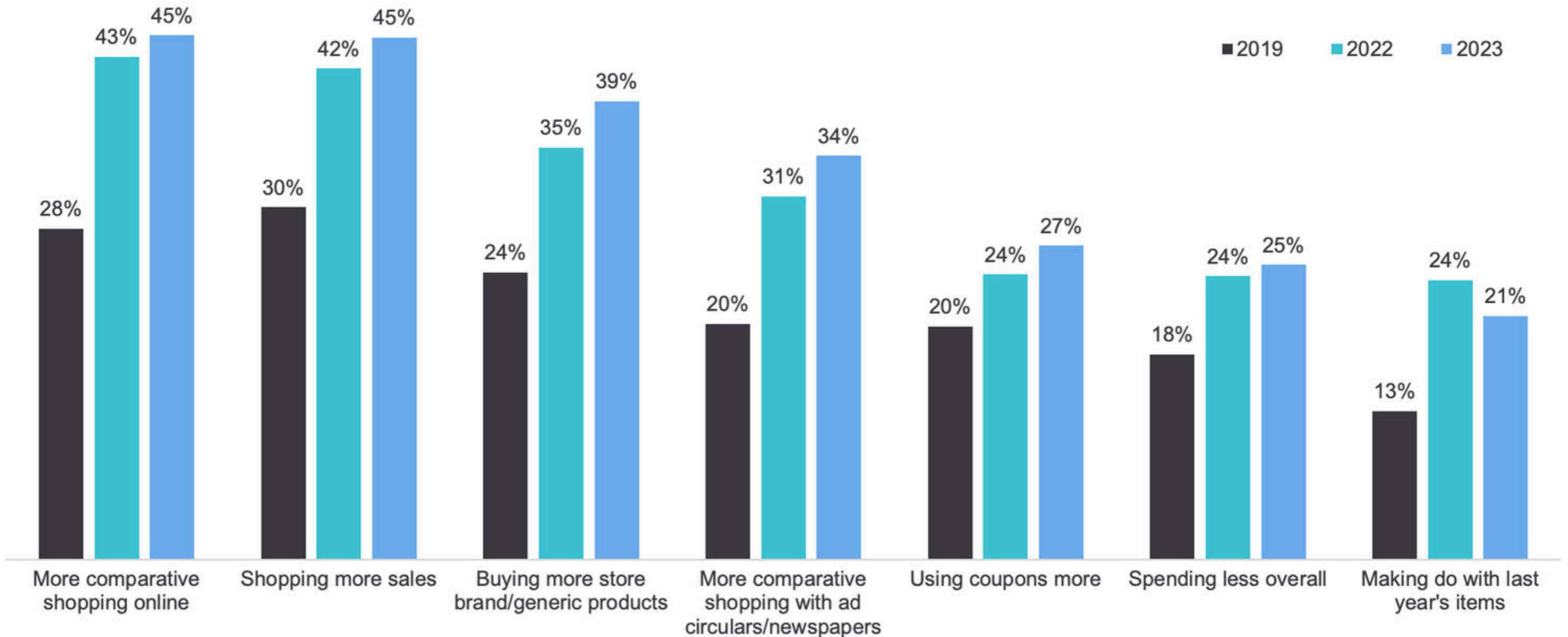
# Higher prices and back-to-class shopping



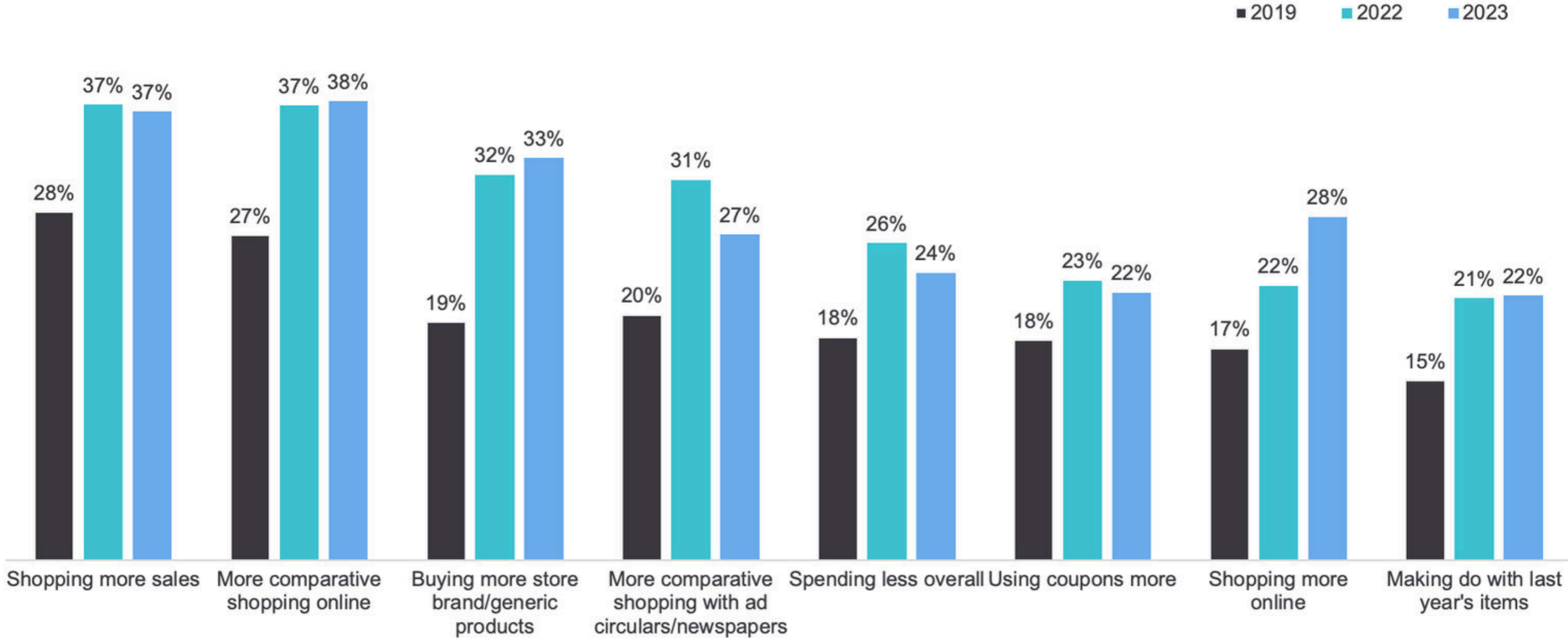
Where back-to-class shoppers have noticed higher prices



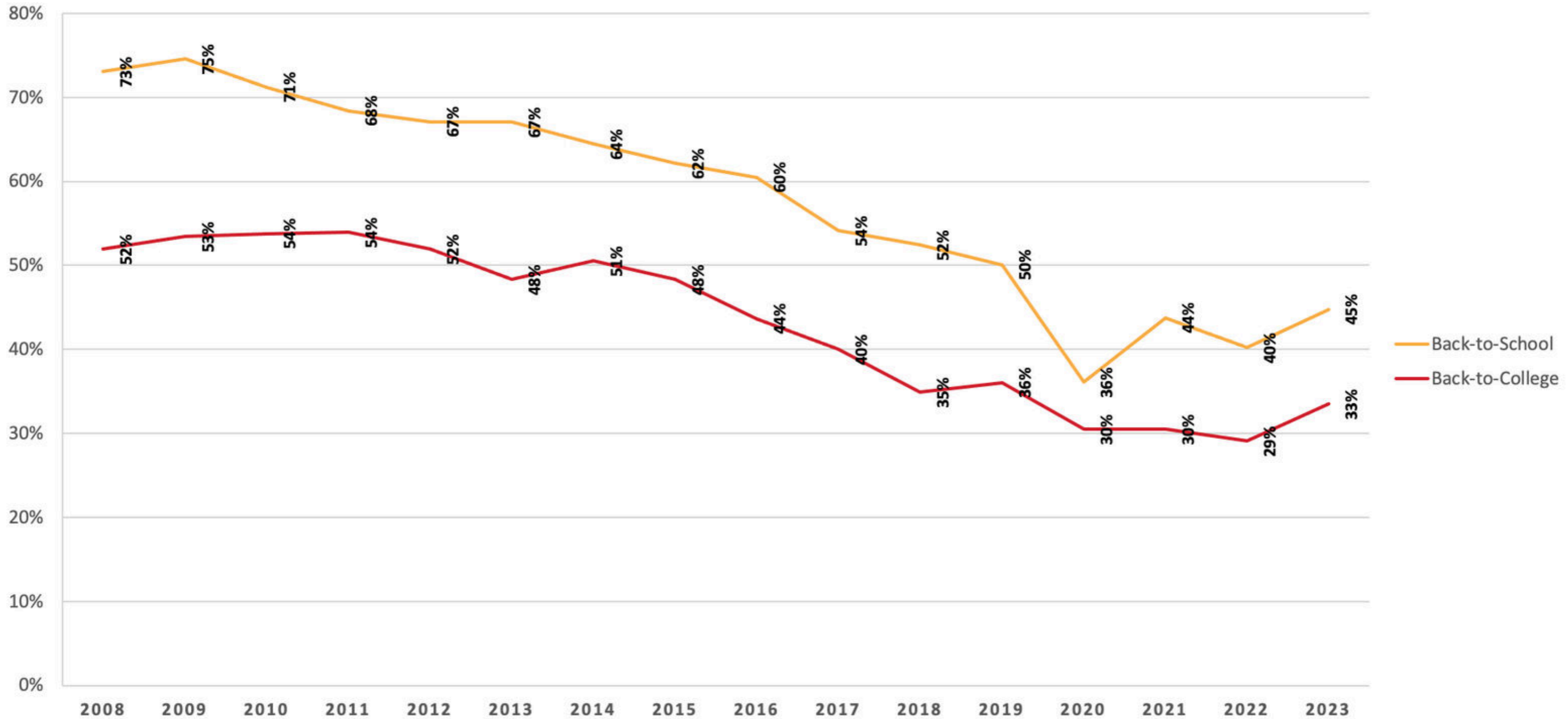
# How the state of the economy is impacting back-to-school purchases



# How the state of the economy is impacting back-to-college purchases



# Discount store shoppers since 2008





# Thank You

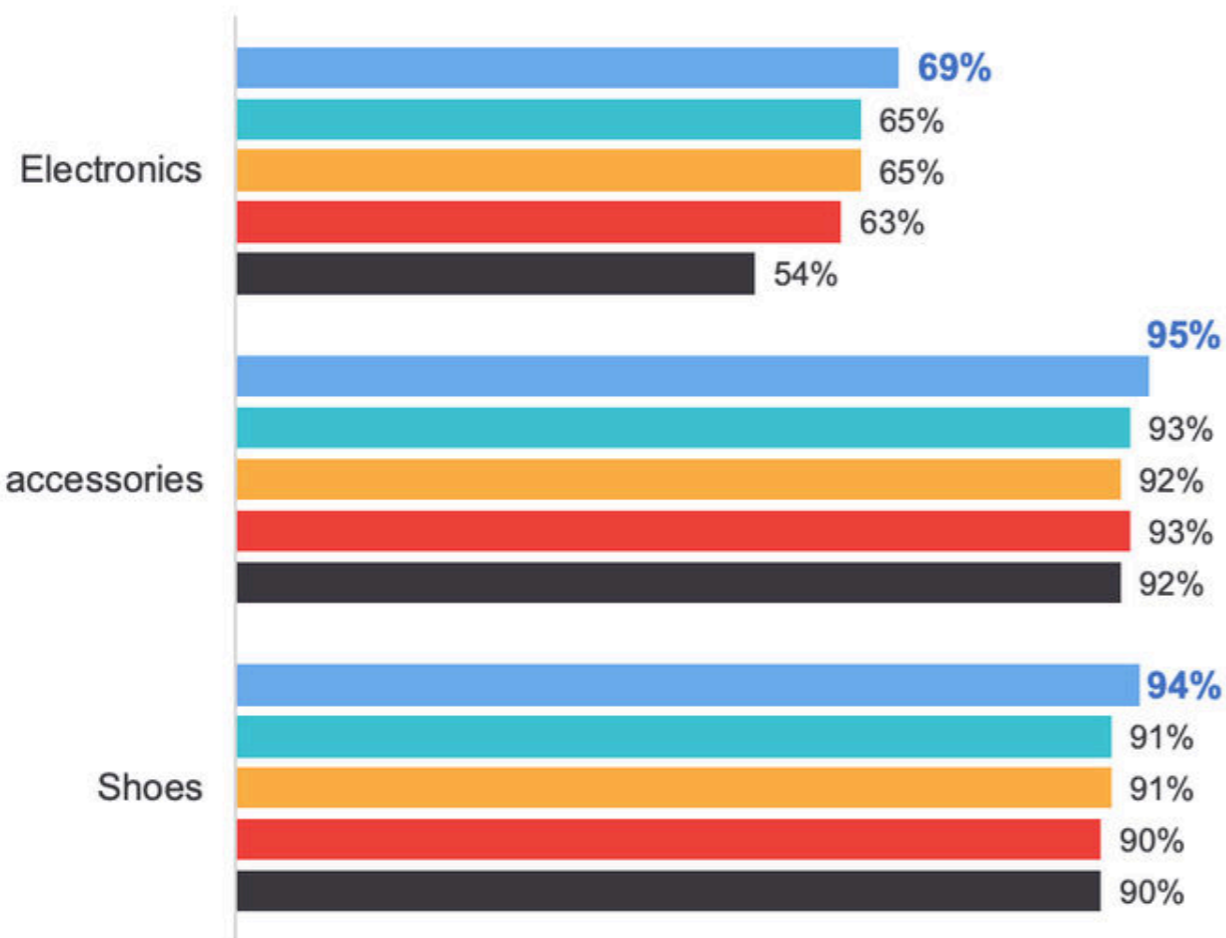
**Stay informed:** To keep up to date on the latest back-to-class insights and trends, visit [nrf.com/backtoschool](https://nrf.com/backtoschool).

# Appendix

# Top back-to-school and college categories by popularity

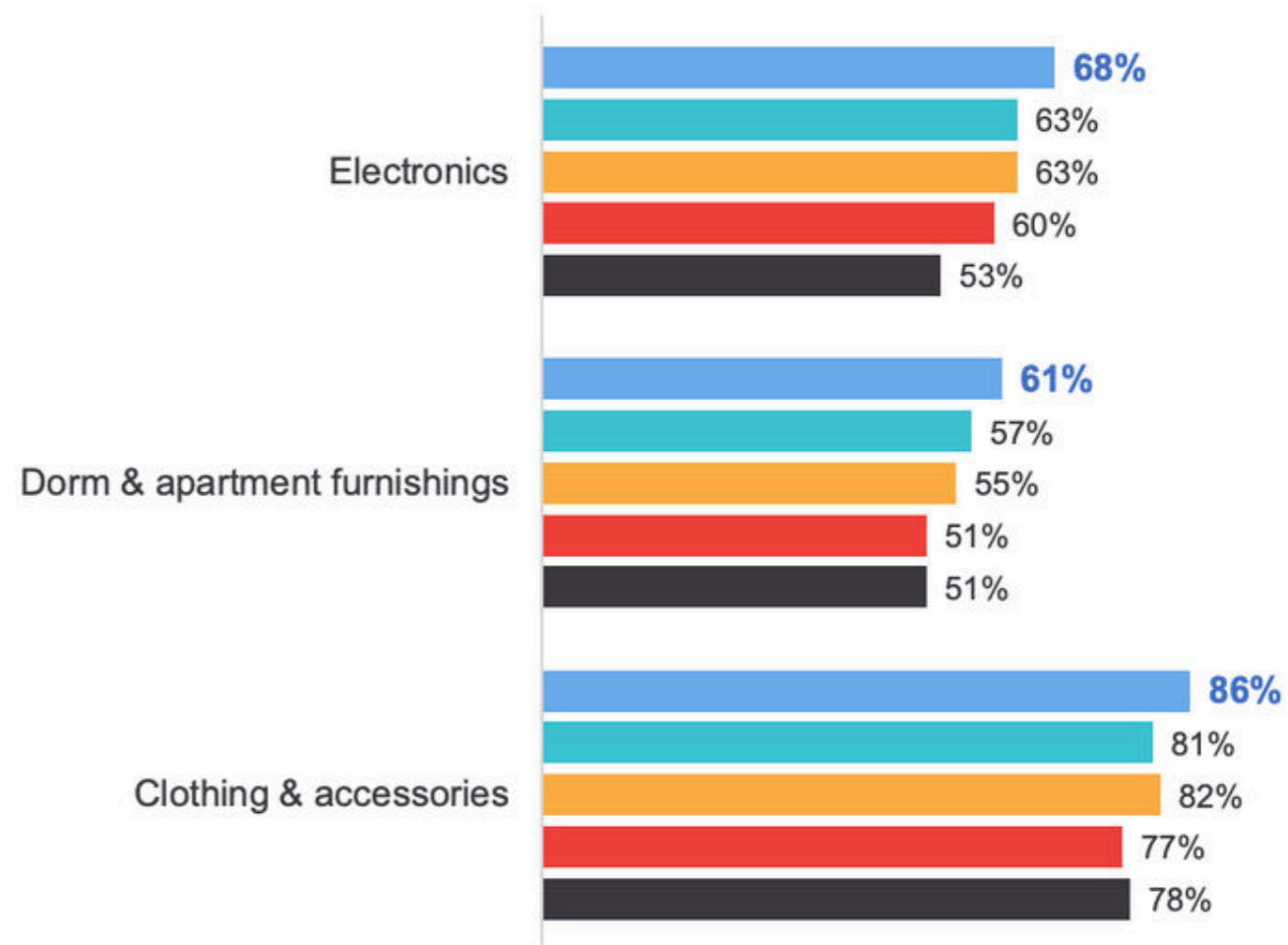
## Back-to-School

■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019



## Back-to-College

■ 2023 ■ 2022 ■ 2021 ■ 2020 ■ 2019



# How shoppers are covering the cost of back-to-school and college this year

