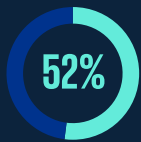


# Back-to-school (BTS)



BTS shoppers plan to spend more in 2023 across education levels with per student spend increasing

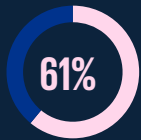
21%



52% of consumers plan to spend more on back-to-school compared to prior year



Back to school is starting earlier:



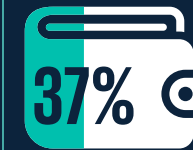
61% of BTS shoppers plan to start before August 1<sup>st</sup>, compared to 52% in 2022.



Consumers are planning to spend the most on back-to-school essentials: **apparel, footwear and core school supplies**, driving:



Mass merchants remain the top destination for BTS shopping with an expected



37% share of wallet in summer 2023

Consumers expect to spend more online this season compared to last year



61%

of BTS apparel shoppers have seen price increases

74%

plan to change their purchasing behaviors to mitigate price increases



# Consumer spend and Inflation

## Consumer spend

Most consumers expect to spend more on essential goods and services in 2023, specifically:



**4%** more in grocery

**2%** more in automotive

### Discretionary,

spend is expected to decrease in 11 of 13 categories with the largest drops in **furniture, toys, and electronics**. Only personal care and restaurants will increase compared to 2022.



Nearly **1** out of **3** of consumers expect to purchase groceries online more in the Fall of 2023 versus 2022. Online share of wallet for all other categories is expected to decrease.



## Inflation

**95%** of consumers continue to feel the pressure of inflation



**82%** claim that their cost of living has increased by more than 5 percent

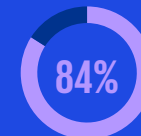
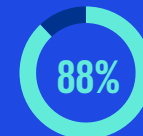
**72%** of consumers plan to change their discretionary spending habits due to price increases



Consumers observed the most significant price increases of > 5% in:



Travel



Home improvement services

