



BACK TO SCHOOL PARENTS 2024



THINGS TO KNOW ABOUT... What Do Parents Look for When Back-To-School (BTS) Shopping?

WHERE DO PARENTS PLAN TO SHOP FOR NEW CLOTHING?



94%

In a physical store

84%

Mass merchant

62%

Off price stores



69%

Online

86%

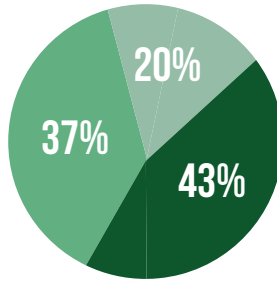
Amazon

70%

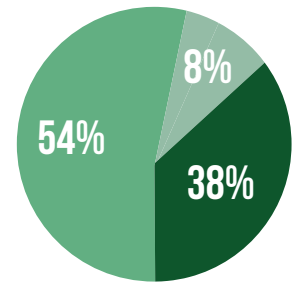
Online platforms of brick & mortar stores

How Much Influence do Students have on BTS Shopping?

PARENTS OF KIDS AGE 3-14



PARENTS OF TEEN AGE 15+



■ a lot
■ some
■ a little

SHOPPING SECOND-HAND CLOTHING



38%

plan to purchase second-hand clothing

94%

physical store or event

34%

online retailer or marketplace

What Parents Say Their Students Want to Wear

PREFERRED BOTTOMS



32%

Leggings, sweats, joggers



28%

Denim jeans

PREFERRED TOPS



48%

T-shirts



18%

Sweatshirts, or hoodies

CLOTHING PURCHASE DRIVERS

What parents look for:

comfort

quality

durability

What students look for:
(according to their parents)

comfort

trendy styles

quality

What Do Parents Want Clothing to be Made From?

PREFER COTTON IN:

81%

T-shirts

77%

Sweatshirts or hoodies

81% prefer cotton because it is comfortable





BACK TO SCHOOL STUDENTS 2024



THINGS TO KNOW ABOUT... What Do Students Look for When Back-To-School (BTS) Shopping?

Where do Students 13+ Plan to Shop for New Clothing?

STORES SUCH AS



- 60% Mass merchant such as Walmart
- 52% Department/Chain stores such as Kohl's
- 51% Off price stores such as TJ Maxx

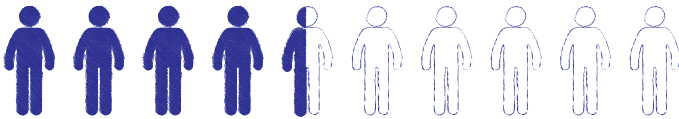
ONLINE



WEBSITES SUCH AS

- 79% Amazon
- 64% Online platforms of brick & mortar
- 53% Shein

SHOPPING SECOND-HAND CLOTHING



44% plan to purchase second-hand clothing



physical store or event



online retailer or marketplace

What Students 13+ Say They Want to Wear

PREFERRED BOTTOMS

- 30% Leggings, sweats, joggers
- 29% Denim jeans

PREFERRED TOPS

- 36% T-shirts
- 35% Sweatshirts, sweaters, hoodies

What Do Students 13+ Want Clothing to be Made From?

PREFER COTTON IN:

- 56% Sweatshirts or hoodies
- 55% T-shirts

81% prefer cotton because it is comfortable



CLOTHING PURCHASE DRIVERS

