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

Geo: US
April – June 2022
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 (%)

- American Eagle: 40%
- ASOS: 33%
- Zara: 22%
- Shein: 2%
- Abercrombie: 1%
- The GAP: 1%
- Urban Outfitters: 1%

Engagement With Shoe Brands (%):

- Adidas: 56%
- Nike: 29%
- Toms: 7%
- Converse: 5%
- Skechers: 1%
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.
Affordability Is A Key Metric For Buying School Supplies

Online Behavior by a US Back to School Retail Audience

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

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: April - June 2022
Apple’s Brand Wins Out Against More Affordable Options

Online Behavior by a US Back to School Retail Audience

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

**Engagement With Consumer Electronic Brands (%):**

- **Apple:** 50%
- **Google:** 32%
- **Microsoft:** 14%
- **Samsung:** 3%

*Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: April - June 2022*
Amazon Is The Frontrunner For College Living Needs

Online Behavior by a US College Living Audience

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.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: April - June 2022
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: 49%
- Yogurt: 23%
- Granola/Trail Mix: 22%
- Candy: 7%
- Crackers: 3%

Engagement With Snack Parameters (%):

- Nut-free: 48%
- Dairy-free: 23%
- Single serve: 22%
- Sugar-free: 7%

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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