

Back-to-School Study Guide

Consumer insights and strategies from Ibotta's shopping data

1 Timing

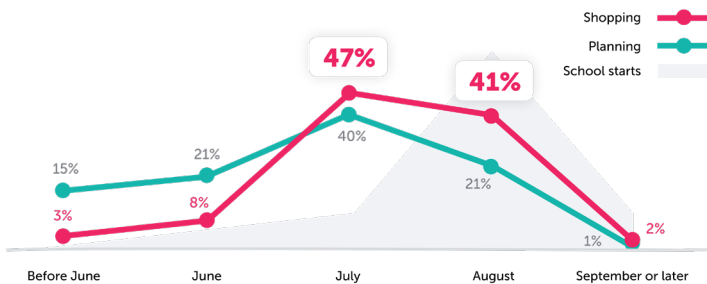
1. When does school start for a majority of shoppers?

August (67%)

2. When do shoppers plan to do a majority of their shopping?

July (47%)

When Savers plan on doing a majority of their back-to-school shopping



3 Shopping habits

1. What primarily influences what shoppers buy during the back-to-school season?

Lists provided by the school

2. What is the primary method of shopping during back to school?

In-store



2 Spend

1. What is the primary reason shoppers anticipate spending more during the back-to-school season?

Inflation

2. How much, on average do shoppers plan to spend on average this season?

\$329

3. True or False: Over half of shoppers spend more than they had anticipated.

True (55%)

Shoppers anticipate spending

\$329

on average during back-to-school season

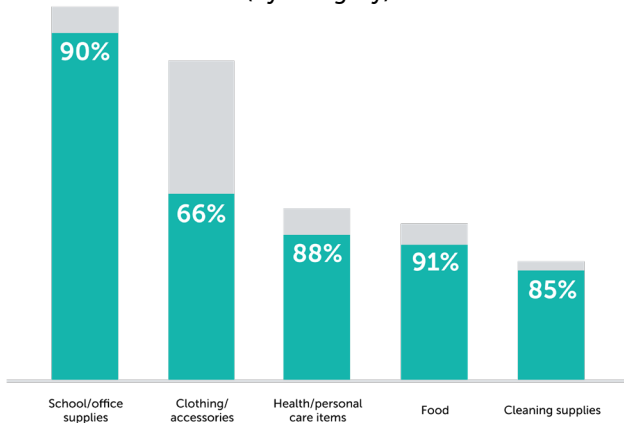
55%

say they usually end up spending more than they initially planned



4 Role of deals

Percentage of buyers who plan to look for cash back/savings on their BTS purchases (by category)



1. What are shoppers likely to do if deals are not available on back-to-school items?

Trade down to less expensive private label or branded products

2. What are the top two categories that shoppers look to buy this year?

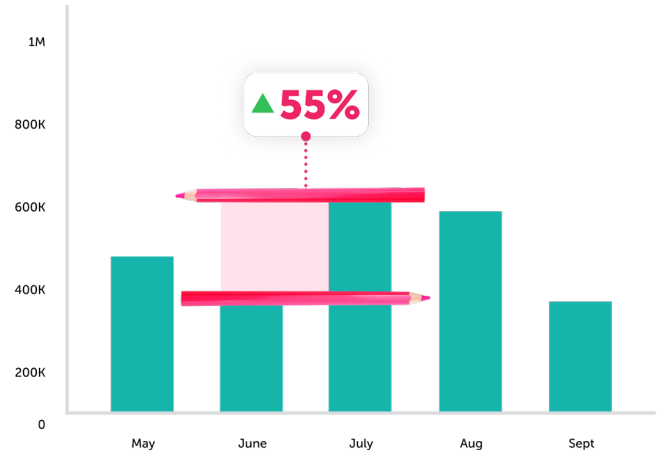
School supplies (93%) and clothing (81%) are the top-two categories back-to-school shoppers expect to buy from this year.

5 Seasonal purchase trends

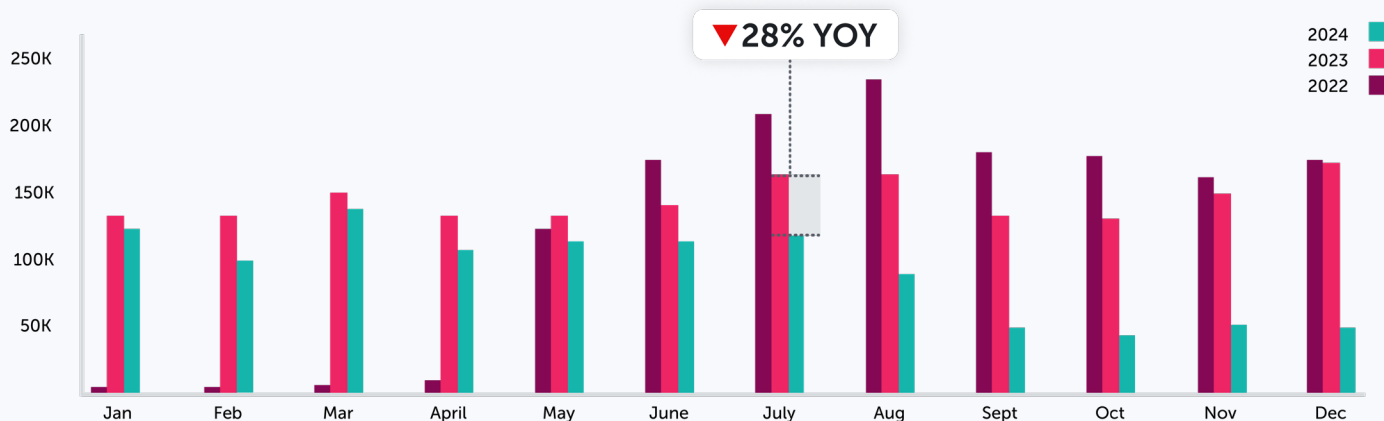
Categories like craft supplies, which include coloring, crafts, drawing, and painting purchases generally peak in July. **Units moved for craft supplies increased by 55% from June to July 2024.**

Our electronics category looked at cell phones and accessories, as well as computers, tablets, and office electronics. **There was a 28% decrease in purchases for these items in July of 2024 compared to July of 2023.**

Units moved for craft supplies in 2024



Units moved for electronics

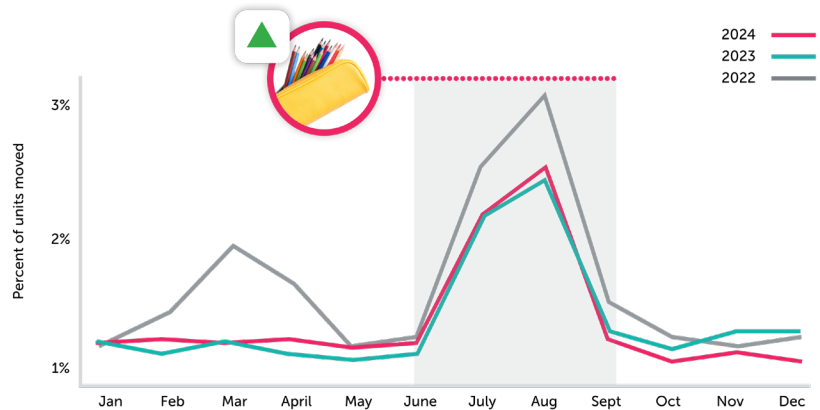


5 Seasonal purchase trends (cont.)

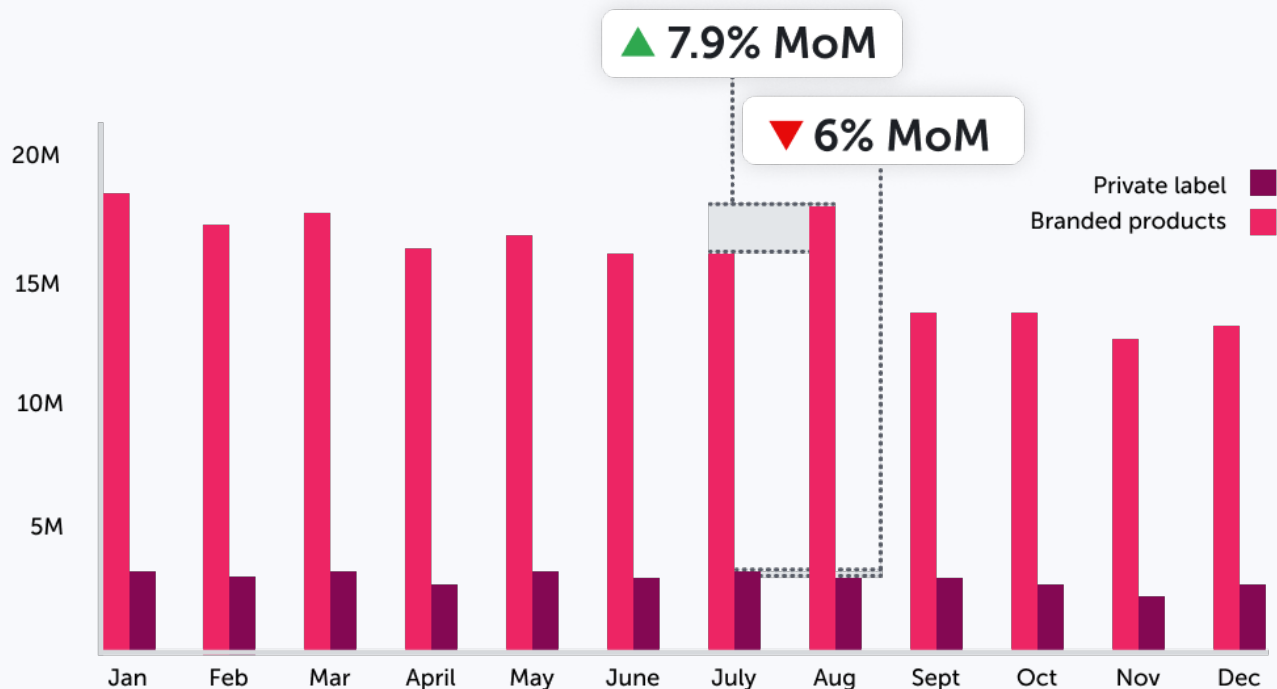
When looking at cleaning supplies and tools, food storage, and office supplies there is a **major spike in units moved** for that category compared to total units for June, July, and August.

Our data shows some private-label switching occurred last year in school supply products. While units moved in the **coloring category decreased by 18.4% in branded products from August of 2023 to 2024**, it grew by 39% for private label. Similarly, painting saw a 36.4% decrease in branded units moved in August year over year but a 13.3% increase in private label.

Classroom essentials percent of units moved



Units moved in snack, cookies, and chips categories in 2024



MoM shift from July to August 2024

Branded units moved: +7.9%

Private label units moved: -6%