

#CREINSIGHTS

CONSUMERS ARE EXPECTED TO SPEND RECORD AMOUNTS ON STUDENTS IN 2019

Q3 2019 | AUGUST

BACK-TO-SCHOOL SHOPPING IS THE SECOND LARGEST SPENDING SEASON OF THE YEAR, ONLY TRAILING THE END OF THE YEAR HOLIDAY RUSH. Families are expecting to spend more per student than ever before this year, but less overall when compared to last year according to a study conducted by the National Retail Federation. Total back-to-school spending – for K-12 and college – is anticipated to exceed \$80 billion but not exceed the \$82.8 billion in sales last year. The decline in overall spending is largely attributed to fewer families with children in grades K-12 in the survey.

2019 OVERVIEW



Back-to-School Consumer Spending Plans (K-12)

71%

plan to start shopping at least three weeks before school begins

\$696.70

average spending per household

\$26.2B

expected total spending

\$239.82

the top expense will be clothing and accessories

Back-to-College Consumer Spending Plans

61%

plan to start shopping at least three weeks before school begins

\$976.78

average spending per household

\$54.5B

expected total spending

\$234.69

the top expense will be electronics



View more information from the NRF survey in the Back-to-Class Data Center

Source: Cushman & Wakefield Research

FOR MORE INFORMATION, PLEASE CONTACT:

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