

# A look ahead: Experian's predictions for the 2022 BACK-TO-SCHOOL shopping season



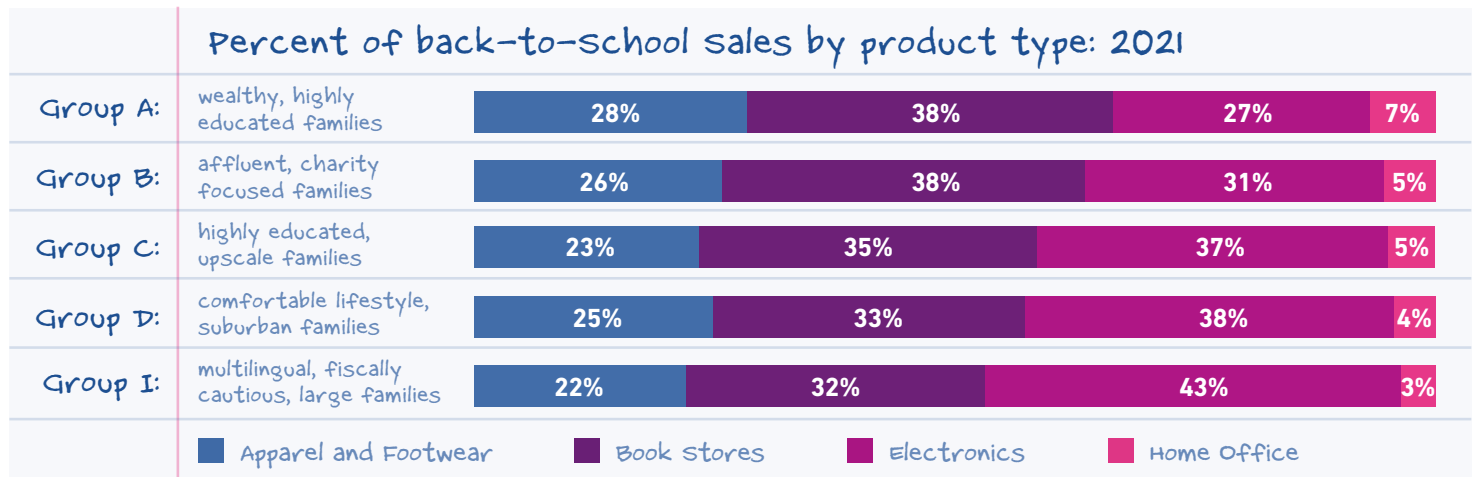
## A diverse group of consumers will return this year.

Using digital search activity and purchase-based data, our experts analyzed last year's back-to-school shoppers. We expect these consumers to be very active during the upcoming back-to-school season too.

## Consumers are shopping for traditional back-to-school merchandise.

Many schools implemented a hybrid learning model in 2021 and consumers spent money on both home office and traditional back-to-school merchandise. With the move towards more in person events as we manage the coronavirus as an ever-present component of our lives, we expect consumers to shift away from home office materials and shop for traditional back-to-school merchandise.

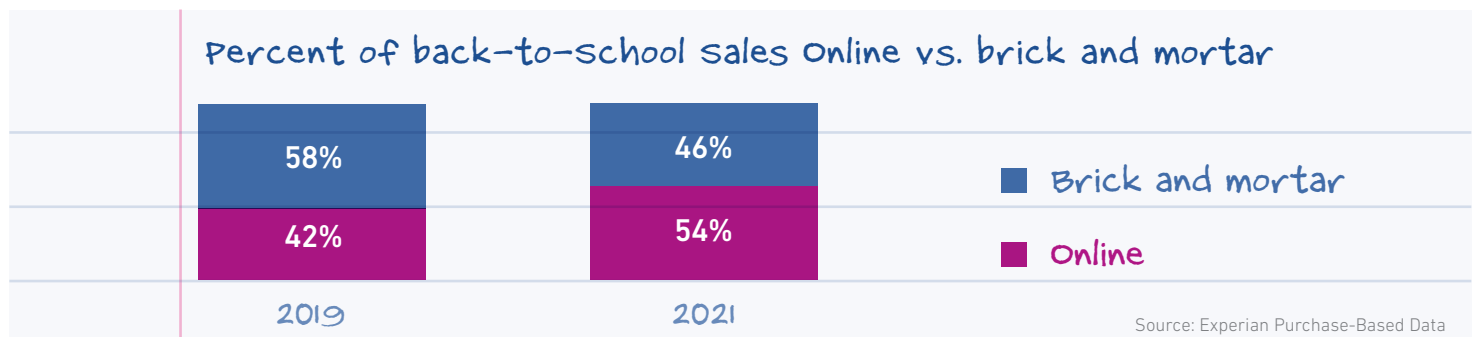
Our back-to-school audience groups spent their budgets differently. In 2021, less affluent groups spent more at electronics stores perhaps indicating a gap in this area where their more affluent counterparts have already invested in this area.



Source: Experian Purchase-Based Data

## Online shopping is here to stay.

Our mobile location data showed that in-store shopping has increased since 2020, but the sales have yet to reach pre-pandemic levels. Over 50% of 2021 back-to-school sales were made online. Experian's data suggest that this trend will continue.



Source: Experian Purchase-Based Data

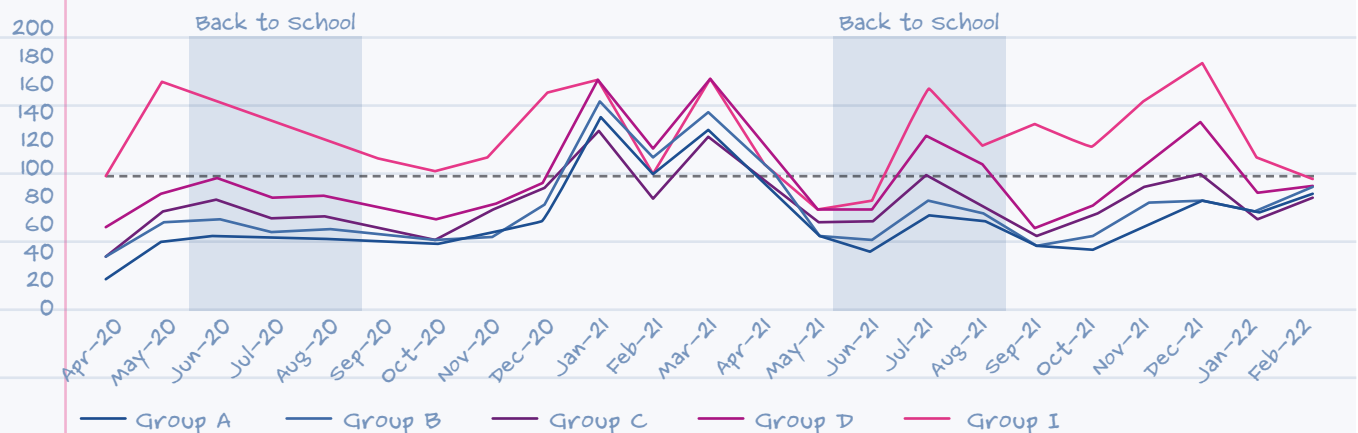
27%

Experian's identified back-to-school audiences spent 27% more on average than other groups.

Experian analyzed consumer mobile location data for big box retailers, department stores, malls, electronic and apparel-accessory stores to measure how consumer visit behavior has changed. Our data shows that affluent consumers are less likely to return to store locations.

### Consumer Visit behavior – 2021

Indexed against 12-month average from 2020



An index greater than 100 indicates shopping behavior that month was higher than average.  
An index less than 100 indicates shopping behavior that month was less than average.

Source: Experian Mobile Location Data



### Reach Experian's back-to-school audiences now

Experian's back-to-school audiences are available on **49 data marketplaces and marketing activation platforms**. Find us on all your favorites, like The Trade Desk, Meta, or NBCU.

Whether your campaign channels include social media or connected TV, it's easy to reach your audiences this back-to-school season!

## There's more?

Experian can help you understand back-to-school audiences and identify those that mirror your own customer base. Find out what motivates your shoppers to buy, where they shop, what kinds of products they'll add to cart, and which channels they engage with most.

An Experian marketing expert can take you through the full back-to-school report.

Meet with an expert!

