HOW BACK-TO-SCHOOL PURCHASE HABITS ARE CHANGING

WHAT BACK-TO-SCHOOL SHOPPERS ARE BUYING

81% plan to spend more on safety supplies than last year.

- 83% Hand Sanitizer
- 73% Disinfecting Wipes
- 62% Disposable Face Masks
- 56% Non-Disposable Masks
- 50% Tissues
- 40% Disposable Gloves
- 28% Goggles

59% plan to spend more on remote learning and tech tools than last year.

- Headphones 39%
- Desks 23%
- Laptop 34%
- Office Desk Chair 19%
- Arts & Crafts Materials 32%
- Monitor 18%
- Tablet 24%
- Cabinets or Book Case 16%
- Printer 24%
- Standing Desk 14%

MORE SPENDING REQUIRES MORE “SHOPTIONS”

Which shoppers want digital credit lines?

- 40% Parents
- 30% College Students

What they’d spend it on:
shoes, clothes, electronics, backpacks.

Nearly 70% of parents and college students say they’re shopping online more often as a result of COVID-19.

An online study commissioned by PayPal and conducted by Meritrend in July 2020 involving 1,200 U.S. parents with children in grades K-12 and 600 college students.