

INSIGHTS

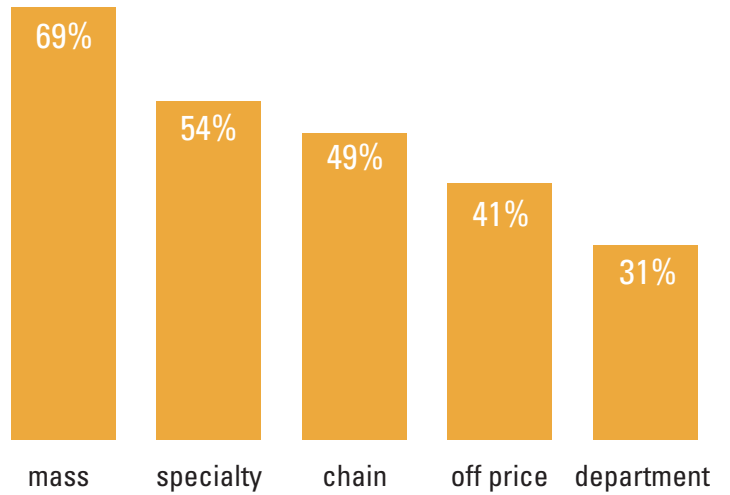


BACK-TO-SCHOOL (BTS) APPAREL

Back-to-school shopping is the second most important apparel season in the U.S., expected to reach an estimated \$857 billion¹ in 2017. With BTS purchases accounting for almost a fifth of retail sales (17%)¹, brands and retailers can gain part of this growing market by ensuring their clothing items are favorites in and out of the classroom.



PREFERRED BTS RETAIL CHANNELS



Clothing tops the list of BTS purchases with 91% of shoppers planning to buy, followed by shoes (87%), school supplies (86%), accessories (32%) & electronics (28%).

TOP BTS PURCHASE INFLUENCES



65%
ALREADY OWN & LIKE



50%
FRIENDS



29%
SOCIAL MEDIA



23%
FAMILY

WHEN DO SHOPPERS PURCHASE BTS APPAREL?

68%

before the first day of school

18%

a few weeks after the first day of school

14%

1-2 months after the first day of school



52% of parents make BTS clothing purchase decisions *with* their kids rather than alone (38%) or leaving it to their kids (11%).



BTS SHOPPERS PLAN TO PURCHASE...

87%

tops

81%

pants

76%

socks

72%

jeans

59%

shorts

95%

Among parents who have taught their kids to check the label, 95% have also taught their children to check for cotton.



Sources: Cotton Incorporated Lifestyle Monitor™ survey, an ongoing consumer survey among 6,000 U.S. consumers annually; External Data Source: eMarketer¹ *All back-to-school data is among those who plan to purchase back-to-school items.