



BACK TO SCHOOL SHOPPING TRENDS 2021

2021 Consumer Research Study

M mulberry

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INTRODUCTION

Background on the survey goals and participants, along with key findings



EXECUTIVE SUMMARY

Back-to-School Season is Here

As families are soaking up the sun and fun over their summer vacations, parents are already starting to think about the new school season.

After last year's upending of school and everyday activities, there's a mix of excitement, relief, and even some anxiety about resuming normal school schedules.

What does this mean for one of the biggest shopping seasons of the year?

Surveying Parents

Mulberry partnered with a third party survey firm to ask parents of school-age children about their plans for back-to-school shopping this year.



Key Findings

Key findings from the survey include:

- 68% of parents think back-to-school sales offer real savings
- 60% of parents will primarily be shopping online for back-to-school items this year
- Clothes & shoes shopping is up, while electronics shopping dropped as much as 15 percentage points compared to last year
- 35% of parents do not look forward to back-to-school shopping with their child, largely due to budget conflicts
- Half of parents would rather spend their back-to-school budget on something else
- 84% have had their child damage or misplace electronics or furniture
- 43% have regretted not purchasing a product protection plan



ABOUT THIS STUDY

Survey Methodology

This study surveyed US parents with school-age children (elementary school through college) about their back-to-school shopping plans and perspectives. More than 1,100 individuals completed the survey during the June 2021 survey period.

About Mulberry

Mulberry is creating a better product protection experience for retailers and consumers. Mulberry's people-first platform offers better coverage, a great claims experience, and flexible integrations to deliver best-in-class protection for shoppers and an easy-to-launch revenue channel for retailers. See why global retailers across every vertical choose to partner with Mulberry at getmulberry.com

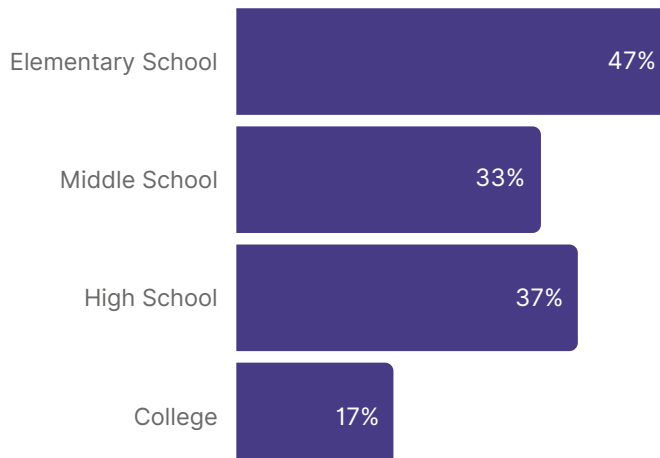


Survey Participants

PARENTS OF SCHOOL-AGE CHILDREN

Survey respondents included parents of children in elementary school through college

Are your children in:



1,100+

parents of school-age children completed the survey in June 2021

42%

have two or more children in school, while 58% have one school-age child

88%

plan to shop for back-to-school items for their child(ren) this year



WHAT ARE PARENTS SHOPPING FOR

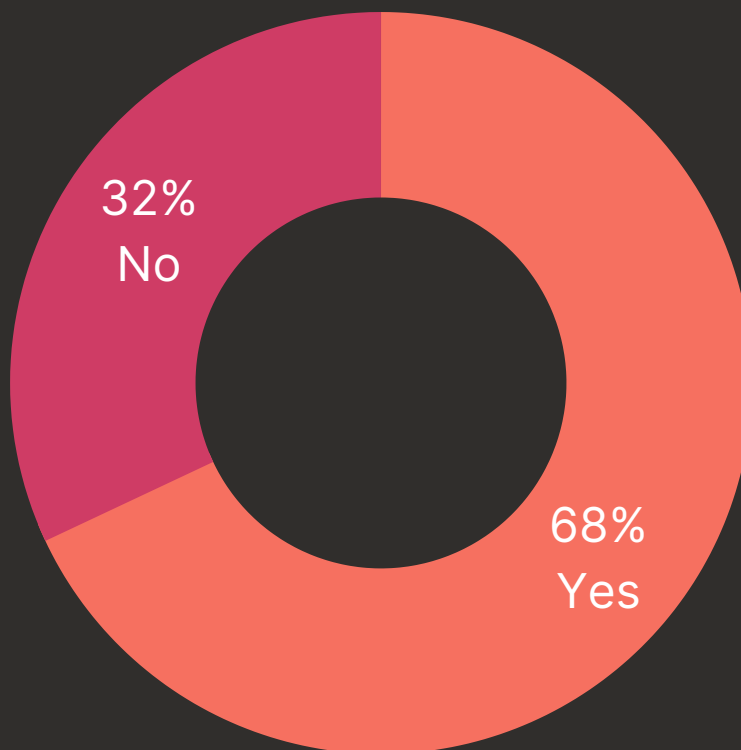
How much are parents spending, and what are they buying?



68% OF PARENTS

think back-to-school sales offer real savings

Do you think back-to-school sales offer real savings?



Most parents think back-to-school sales are a good deal

68% with one child

67% with multiple

74% of parents 18-29

65% of parents 30-44

65% of parents 45-60

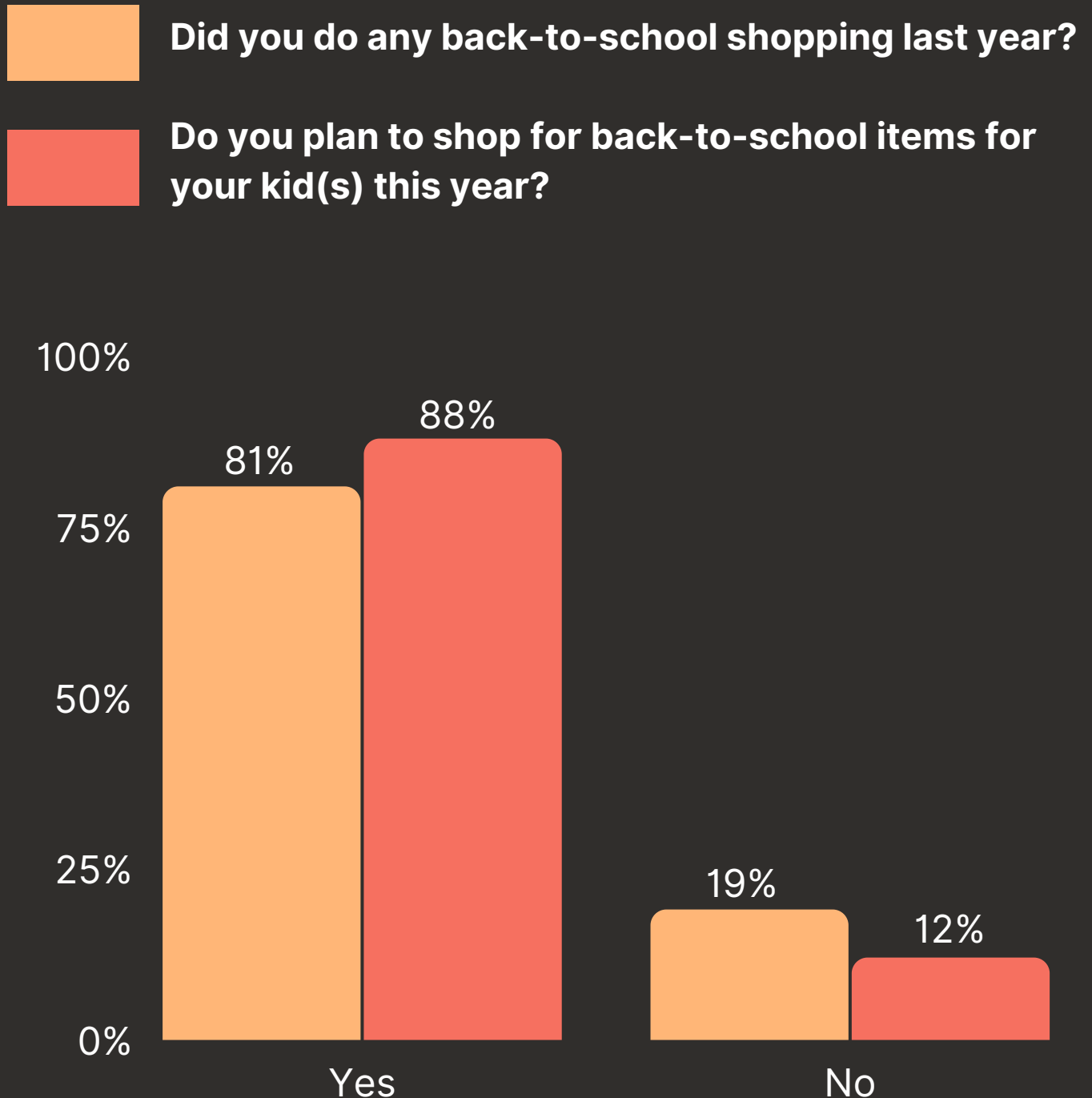
76% of parents 60+

66% of men

69% of women

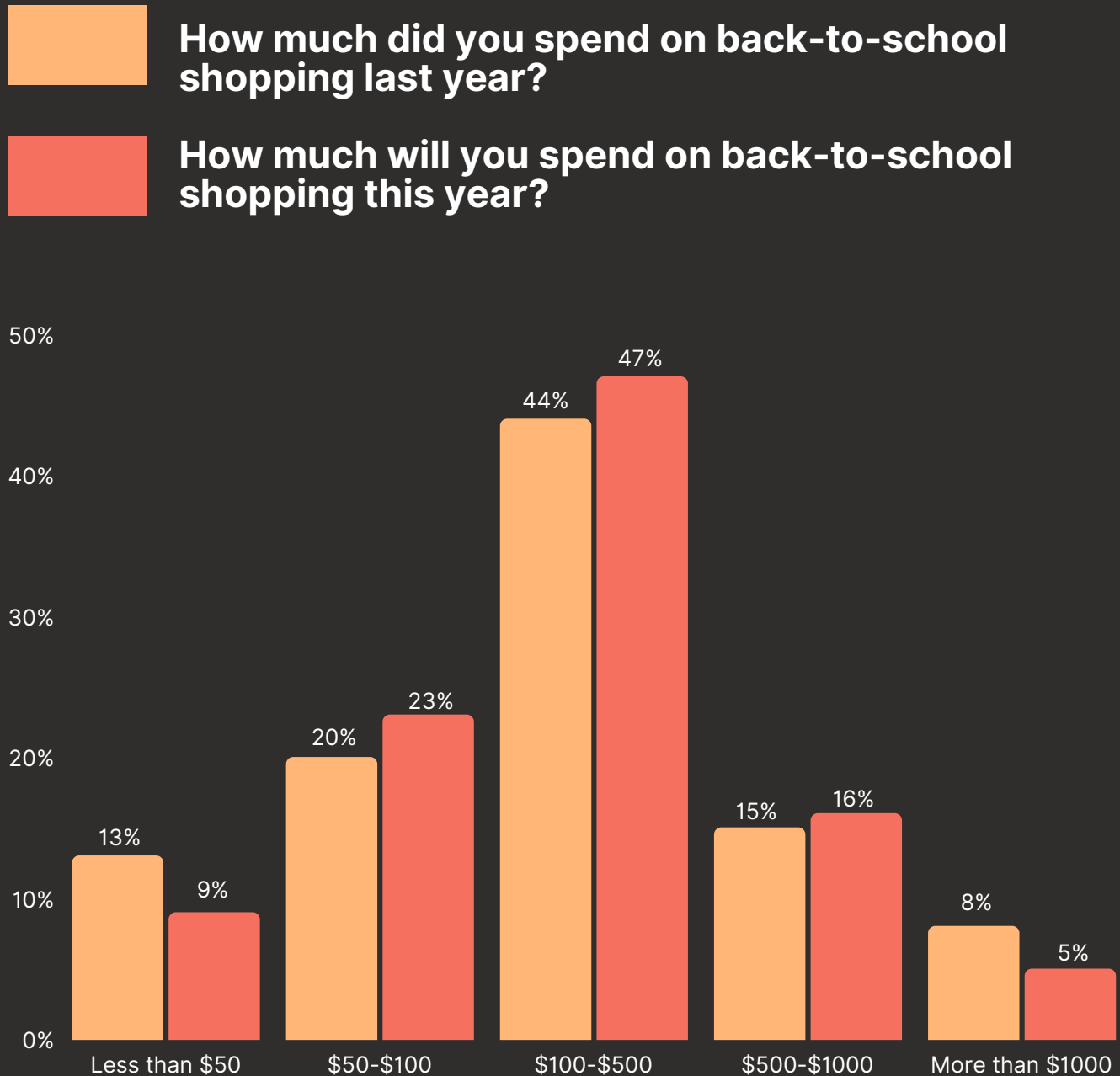
88% OF PARENTS

plan to shop for back-to-school items this year



68% SPEND \$100 OR MORE

on back-to-school shopping each year



How much will you spend on back-to-school shopping this year?

By Family Size

Frequency	One Child	2+ Children
Less than \$50	12%	5%
\$50-\$100	27%	19%
\$100-\$500	46%	48%
\$500-\$1000	12%	21%
More than \$1000	4%	8%

By Parent's Gender

Frequency	Male	Female
Less than \$50	8%	9%
\$50-\$100	22%	24%
\$100-\$500	48%	46%
\$500-\$1000	16%	15%
More than \$1000	5%	5%

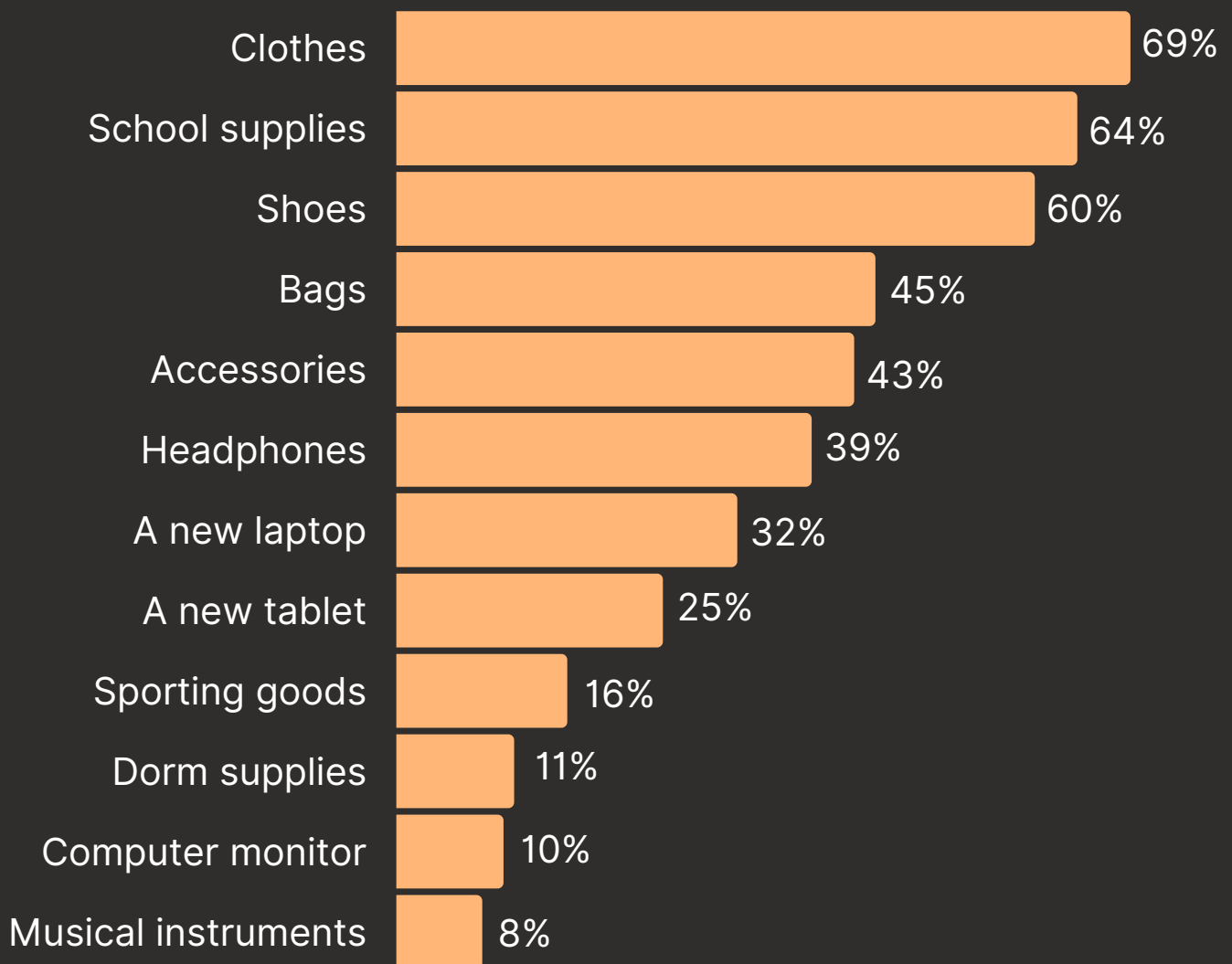
By Parent's Age

Frequency	18-29	30-44	45-60	60+
Less than \$50	7%	10%	9%	13%
\$50-\$100	31%	28%	15%	26%
\$100-\$500	42%	48%	50%	46%
\$500-\$1000	15%	11%	20%	11%
More than \$1000	6%	4%	6%	4%

CLOTHES & SCHOOL SUPPLIES

were at the top of the shopping lists last year

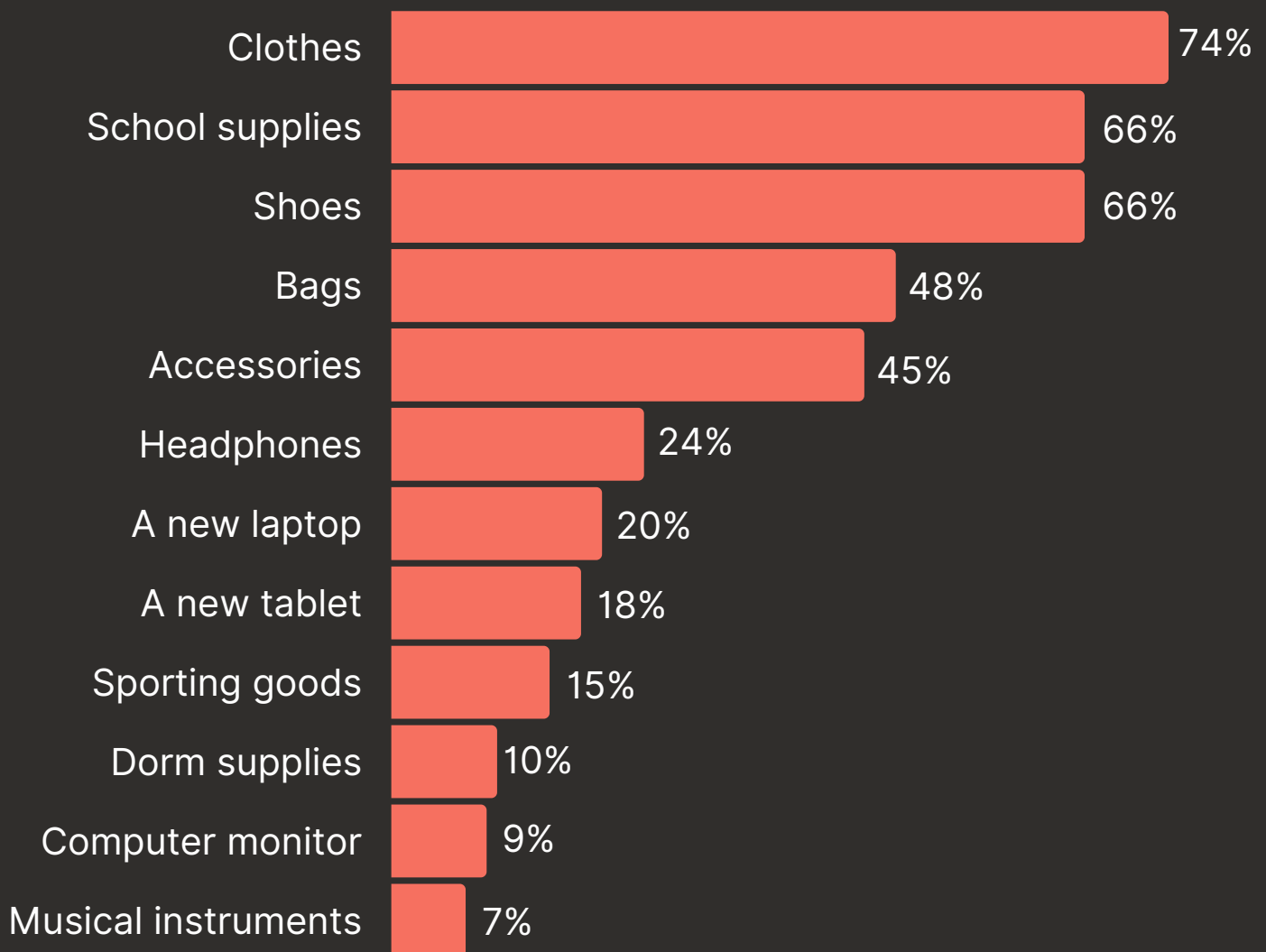
If you did back-to-school shopping last year, what did you buy?



CLOTHES & SCHOOL SUPPLIES

still top the shopping list

If you plan to shop for back-to-school items this year, what do you plan to buy?



CLOTHING SHOPPING IS UP

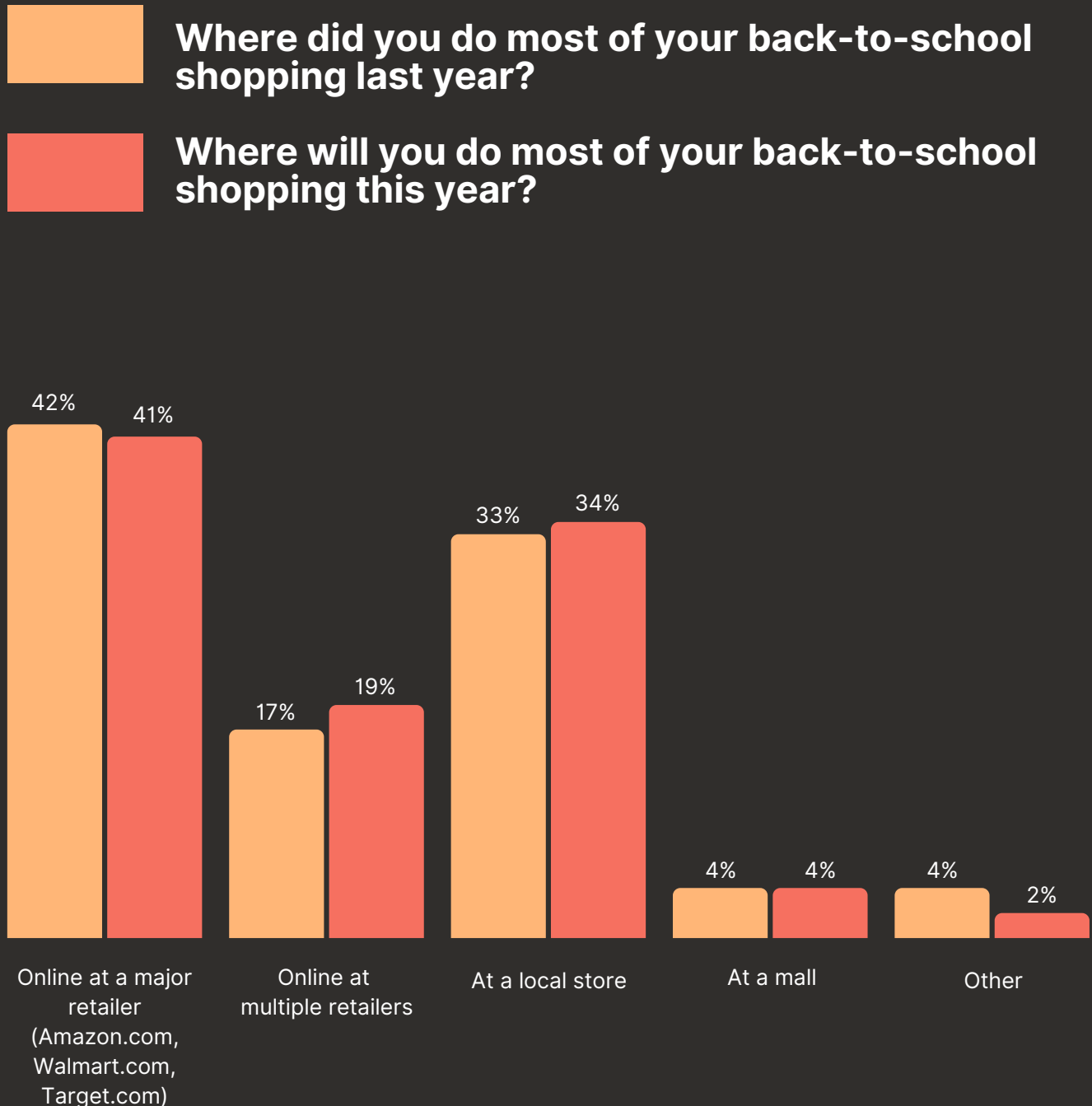
while electronics shopping is down

If you plan to shop for back-to-school items this year, what do you plan to buy?

Category	Last Year	This Year	Difference
Clothes	69%	74%	+5%
School supplies (notebooks, pencils, etc.)	64%	66%	+2%
Shoes	60%	66%	+6%
Bags	45%	48%	+3%
Accessories	43%	45%	+2%
Headphones	39%	24%	-15%
A new laptop	32%	20%	-12%
A new tablet	25%	18%	-7%
Sporting goods	16%	15%	-1%
Dorm supplies	11%	10%	-1%
Computer monitor	10%	9%	-1%
Musical instruments	8%	7%	-1%

60% PRIMARILY SHOP ONLINE

for their children's back-to-school items



Where will you do most of your back-to-school shopping this year?

By Family Size

Frequency	One Child	2+ Children
Online at a major retailer (Amazon, Walmart, Target)	45%	36%
Online at multiple retailers	16%	23%
At a local store	33%	35%
At a mall	4%	5%
Other	2%	2%

By Parent's Gender

Frequency	Male	Female
Online at a major retailer (Amazon, Walmart, Target)	41%	42%
Online at multiple retailers	22%	16%
At a local store	32%	36%
At a mall	3%	5%
Other	2%	2%

By Parent's Age

Frequency	18-29	30-44	45-60	60+
Online at a major retailer (Amazon, Walmart, Target)	38%	41%	44%	35%
Online at multiple retailers	24%	18%	18%	17%
At a local store	31%	37%	33%	35%
At a mall	7%	3%	3%	4%
Other	0%	1%	2%	9%



WHAT MATTERS MOST WHEN BUYING

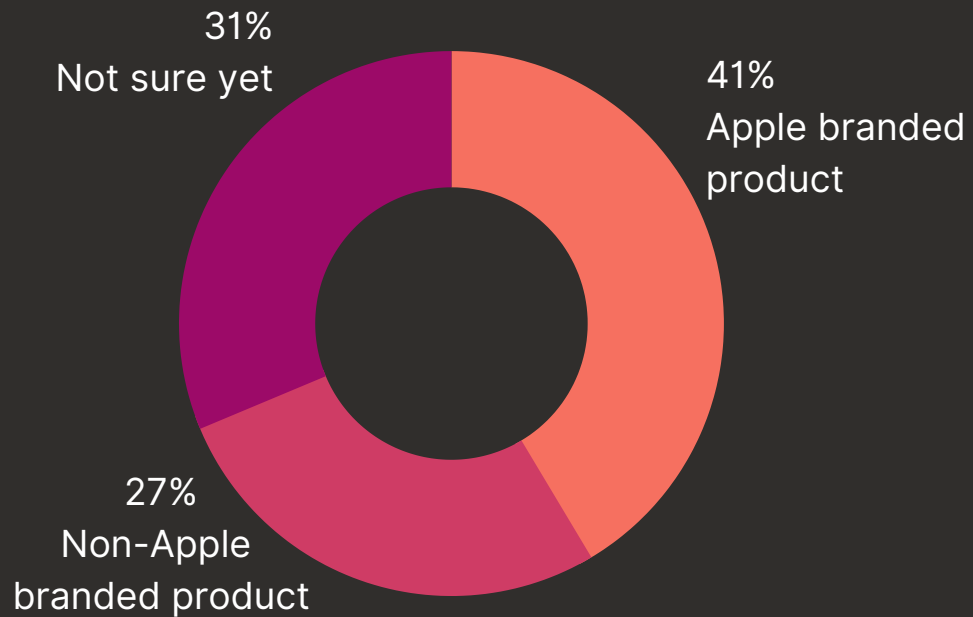
What do parents—and kids—care about, and would they rather spend that budget on something else?



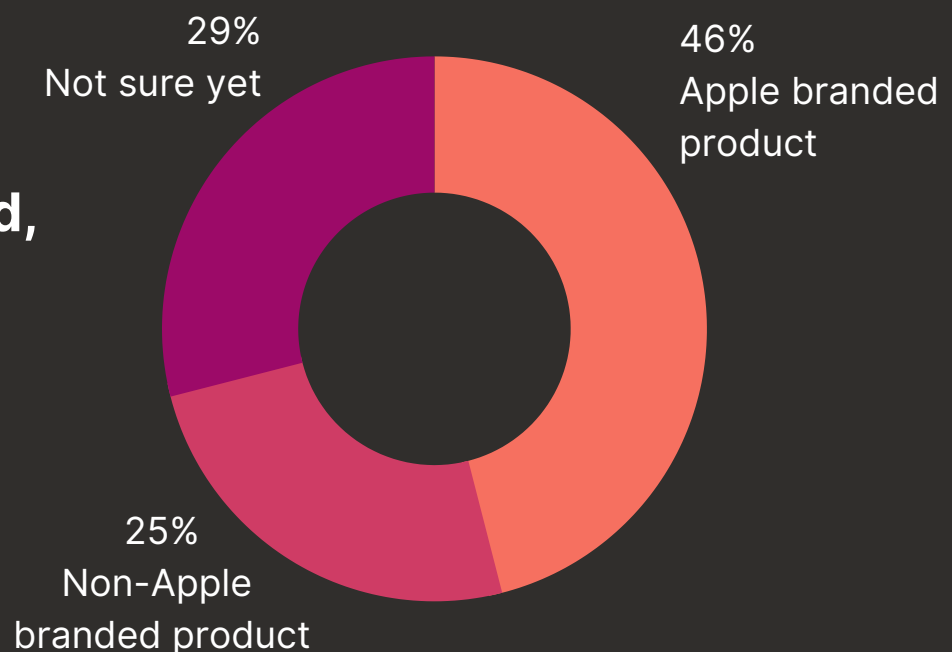
MORE THAN 40%

plan to purchase an Apple branded product

If purchasing a phone, laptop or tablet, will you be purchasing a(n):



If purchasing a phone, laptop or tablet for your child, will you be purchasing a(n):



PRICE AND FUNCTIONALITY

matter most when buying electronics

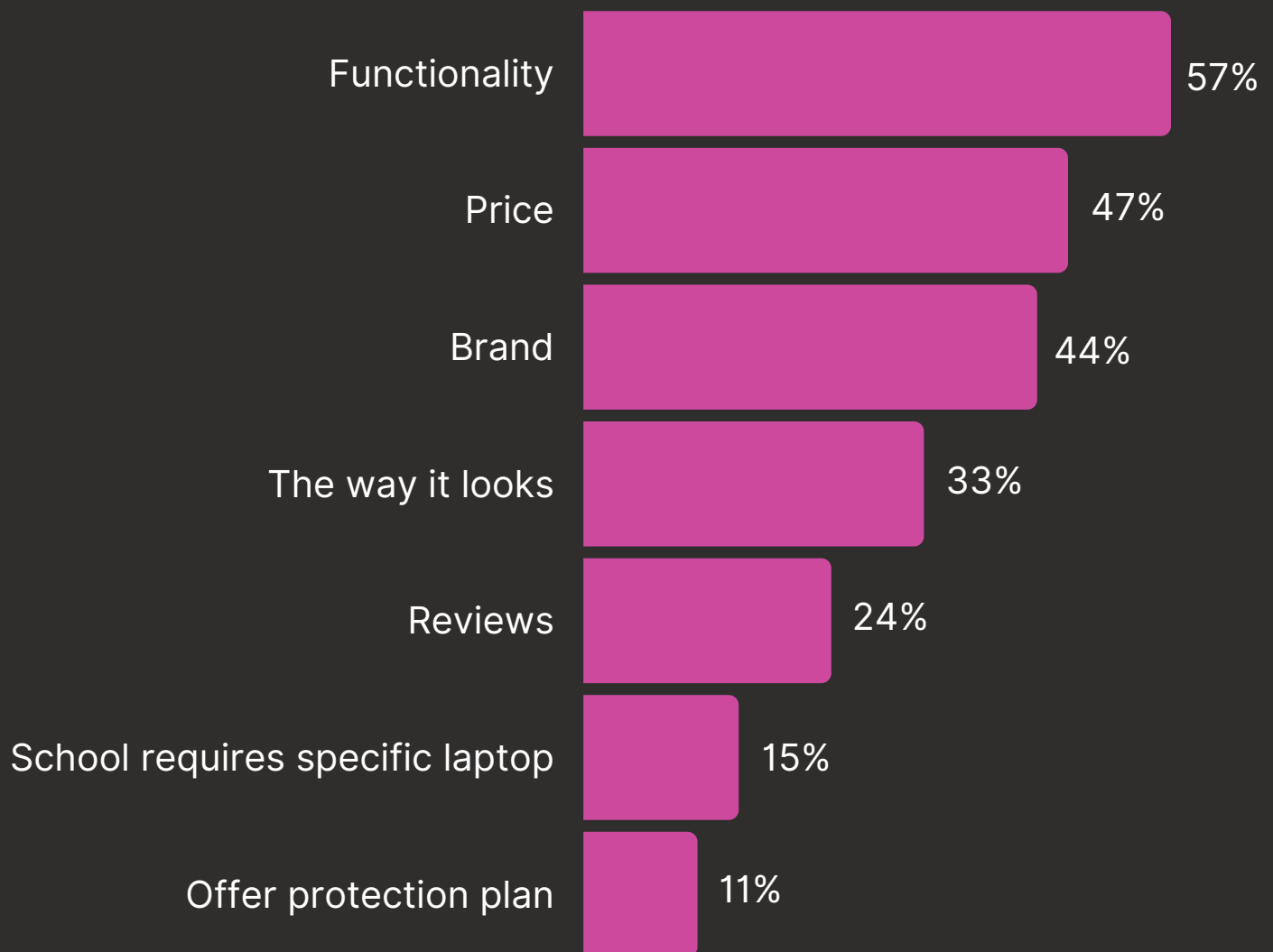
When purchasing a laptop or tablet, which factors are most important?



PRICE AND FUNCTIONALITY

matter most—even for children

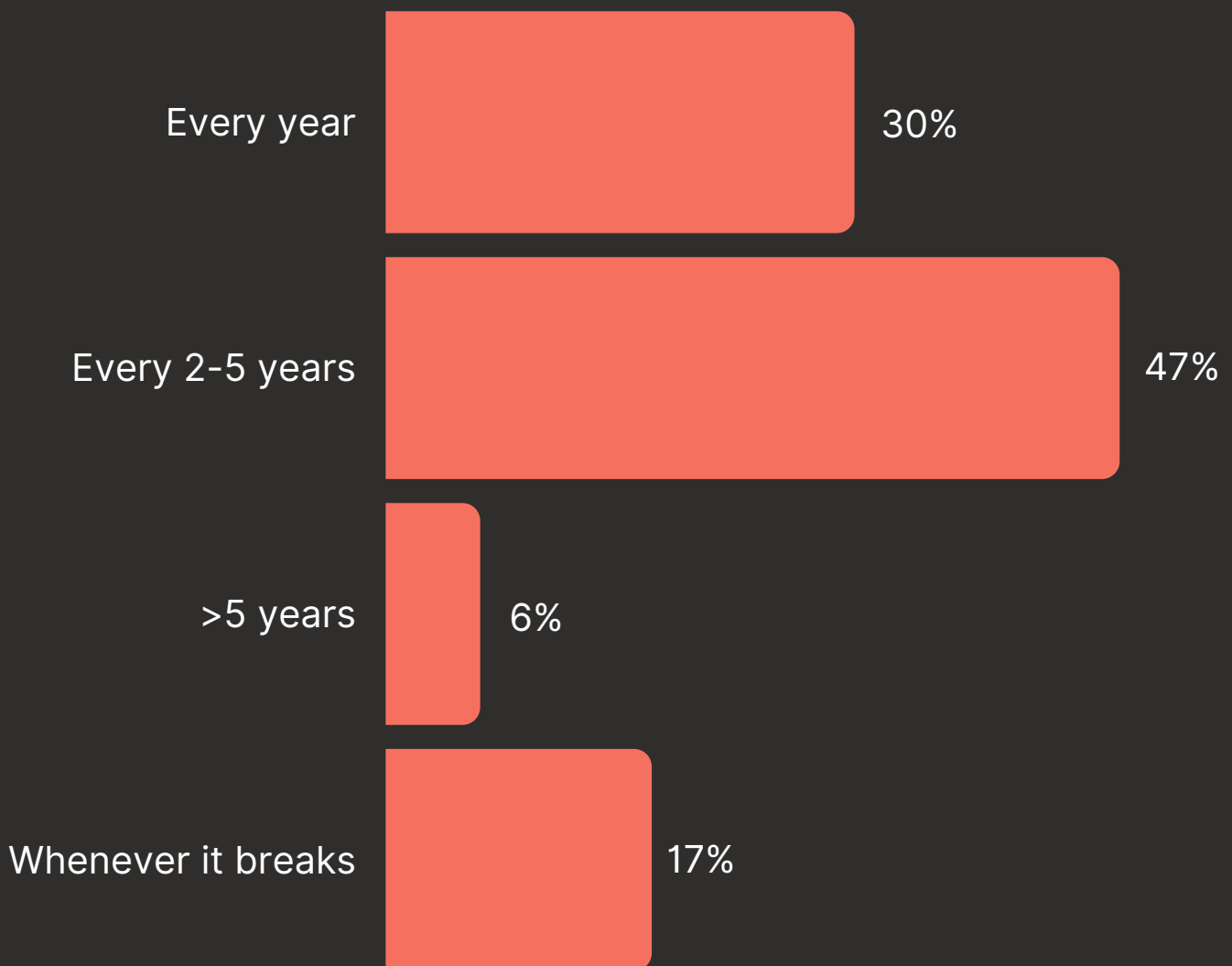
When purchasing a laptop or tablet for your child, which factors are most important to them?



30% OF PARENTS

replace back-to-school items every year

How frequently do you replace back-to-school items (e.g. bag, electronics)?



How frequently do you replace back-to-school items (e.g. bag, electronics)?

By Family Size

Frequency	One Child	2+ Children
Each year	30%	30%
Every 2-5 years	47%	46%
>5 years	5%	6%
Whenever it breaks	18%	17%

By Parent's Gender

Frequency	Male	Female
Each year	26%	34%
Every 2-5 years	52%	42%
>5 years	7%	4%
Whenever it breaks	15%	20%

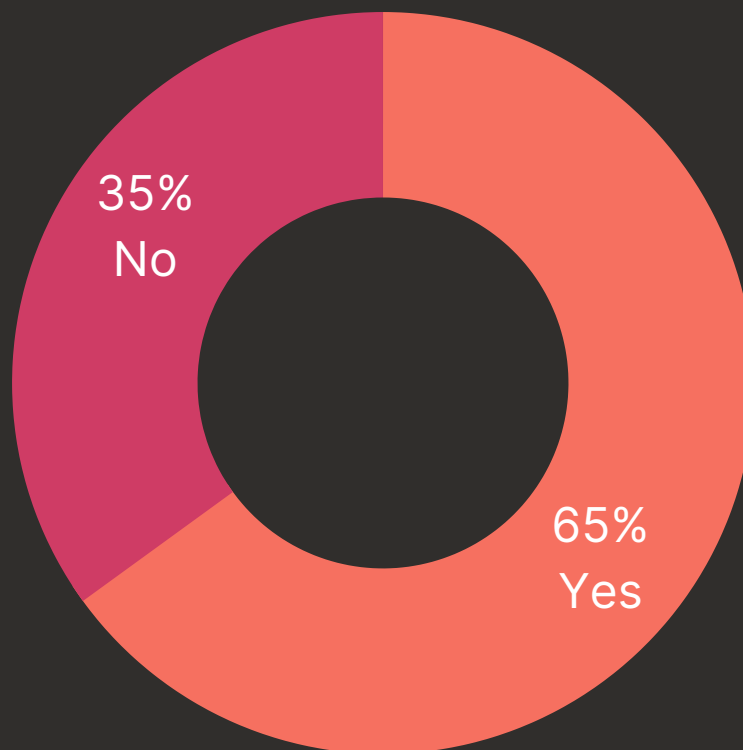
By Parent's Age

Frequency	18-29	30-44	45-60	60+
Each year	21%	36%	33%	28%
Every 2-5 years	51%	41%	48%	44%
>5 years	12%	5%	2%	3%
Whenever it breaks	16%	19%	17%	24%

65% OF PARENTS

look forward to back-to-school shopping

Do you look forward to back-to-school shopping with your child?



Most parents enjoy back-to-school shopping

65% with one child

65% with multiple

75% of parents 18-29

66% of parents 30-44

58% of parents 45-60

63% of parents 60+

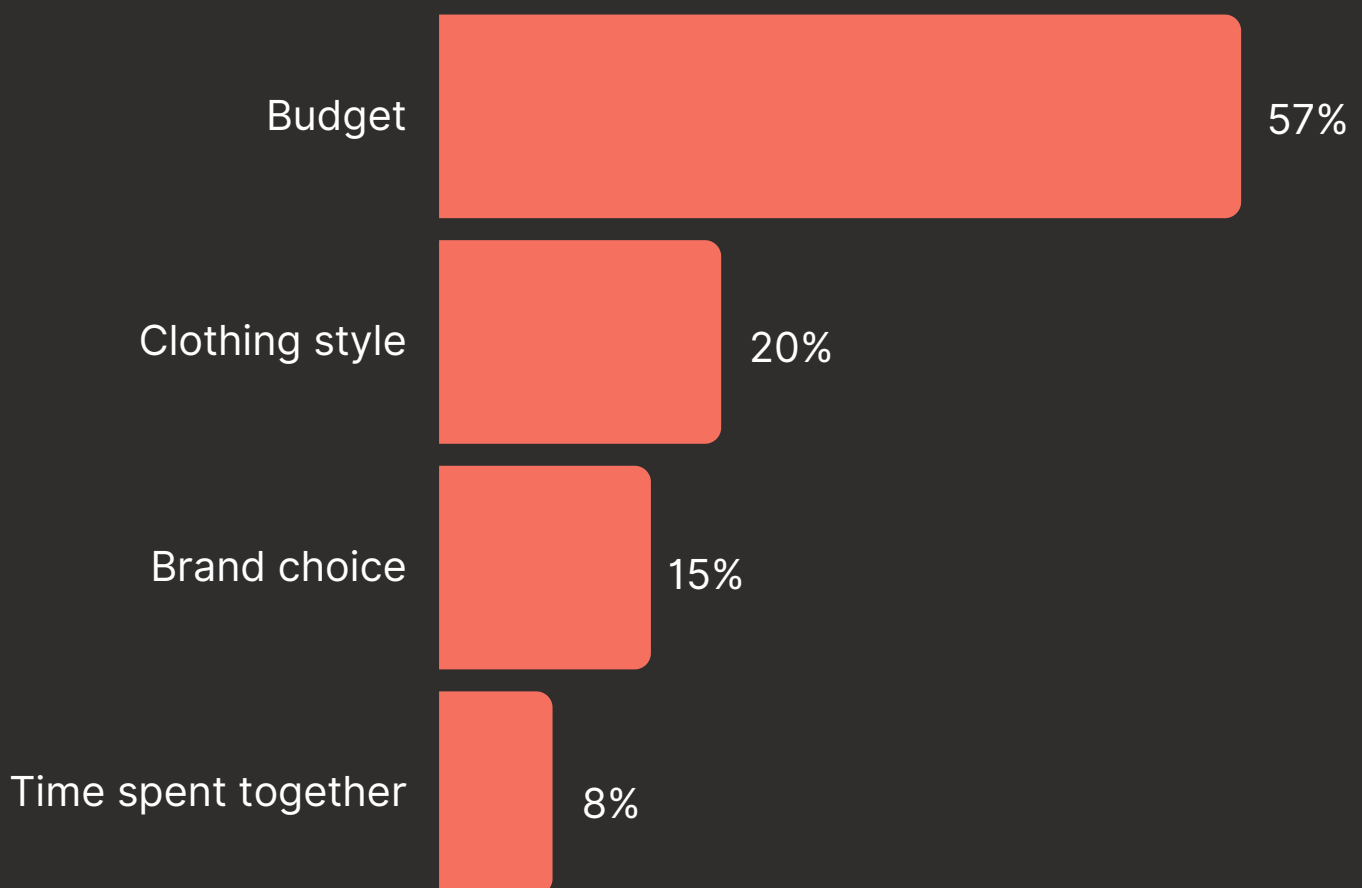
64% of men

65% of women

BUDGET IS THE #1 REASON

for conflicts while back-to-school shopping

If you don't look forward to back-to-school shopping with your child, what is the main source of conflict?



If you don't look forward to back-to-school shopping with your child, what is the main source of conflict?

By Family Size

Challenge	One Child	2+ Children
Budget	57%	57%
Clothing style	21%	18%
Brand choice	15%	16%
Time spent together	8%	9%

By Parent's Gender

Challenge	Male	Female
Budget	49%	66%
Clothing style	24%	15%
Brand choice	19%	11%
Time spent together	8%	8%

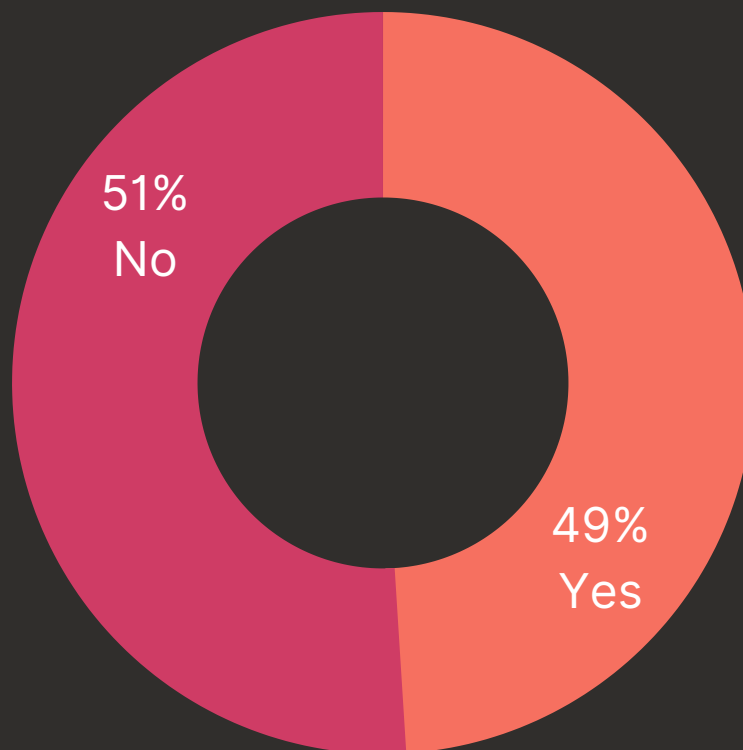
By Parent's Age

Challenge	18-29	30-44	45-60	60+
Budget	40%	68%	63%	54%
Clothing style	29%	16%	15%	18%
Brand choice	21%	10%	14%	14%
Time spent together	10%	6%	8%	14%

ABOUT HALF OF PARENTS

would rather spend their back-to-school budget on something else

Would you rather spend money spent on your child's back-to-school shopping on something else?



Half of all parents would rather spend it elsewhere

47% with one child

51% with multiple

54% of parents 18-29

48% of parents 30-44

47% of parents 45-60

41% of parents 60+

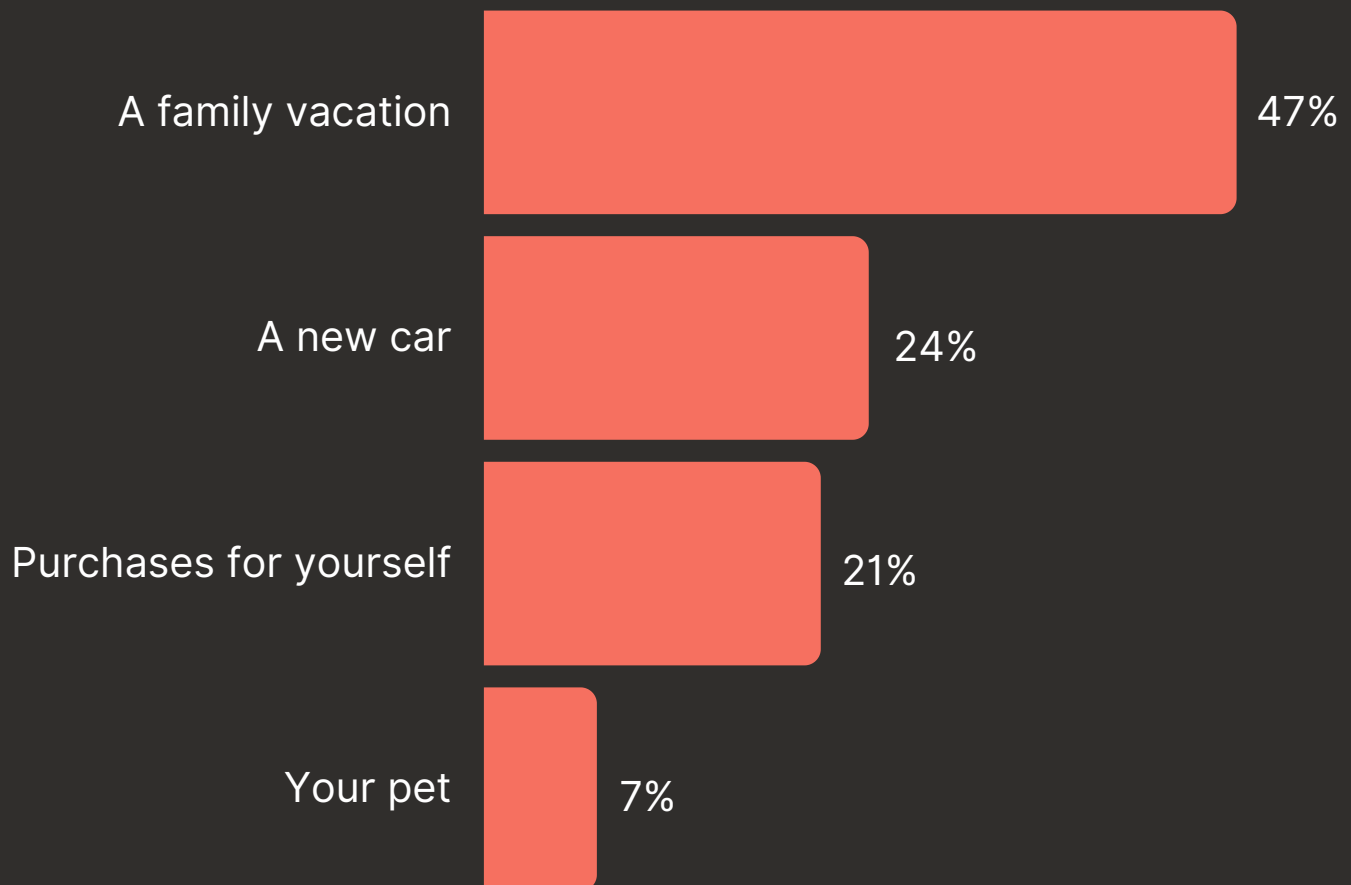
53% of men

45% of women

FAMILY VACATIONS

are at the top of the wishlist

What would you rather spend your back-to-school money on?



What would you rather spend your back-to-school money on?

By Family Size

Challenge	One Child	2+ Children
A family vacation	44%	50%
A new car	24%	25%
Purchases for yourself	24%	19%
Your pet	8%	7%

By Parent's Gender

Challenge	Male	Female
A family vacation	42%	52%
A new car	29%	19%
Purchases for yourself	22%	21%
Your pet	7%	8%

By Parent's Age

Challenge	18-29	30-44	45-60	60+
A family vacation	42%	47%	53%	38%
A new car	29%	24%	19%	31%
Purchases for yourself	21%	22%	20%	31%
Your pet	9%	7%	7%	0%



PROTECTING BACK-TO-SCHOOL PURCHASES

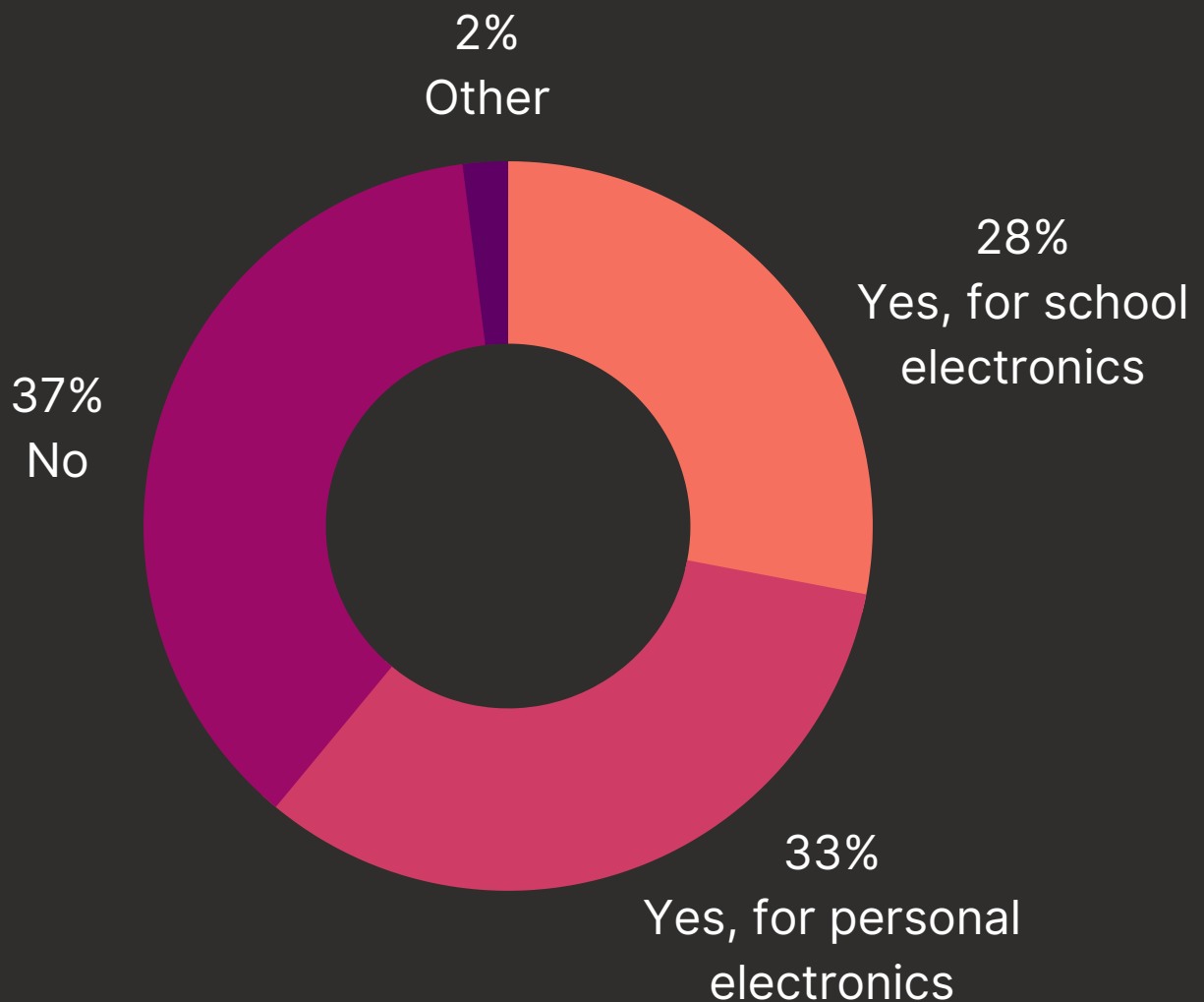
When do parents buy protection for back-to-school purchases, and what's the value?



61% BUY PROTECTION

for their electronics purchases

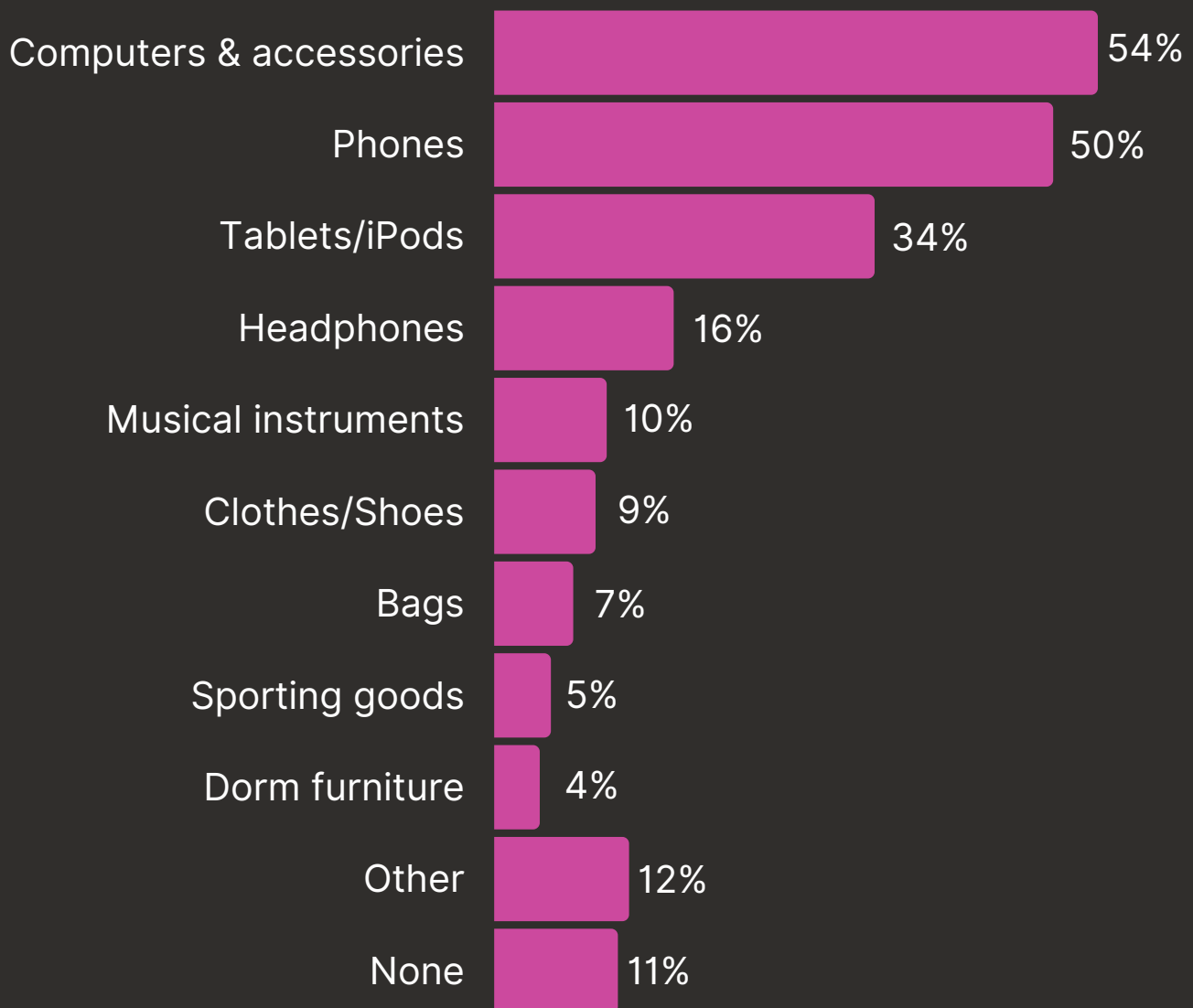
Do you purchase product protection plans/warranties when you buy electronics?



ELECTRONICS

are the most common item to buy protection for

What products do you purchase protection plans for?



43% HAVE REGRETTED

not purchasing a product protection plan

Have you ever regretted not purchasing a product protection plan?



Younger parents in particular wish they had protected

43% with one child

43% with multiple

55% of parents 18-29

40% of parents 30-44

39% of parents 45-60

35% of parents 60+

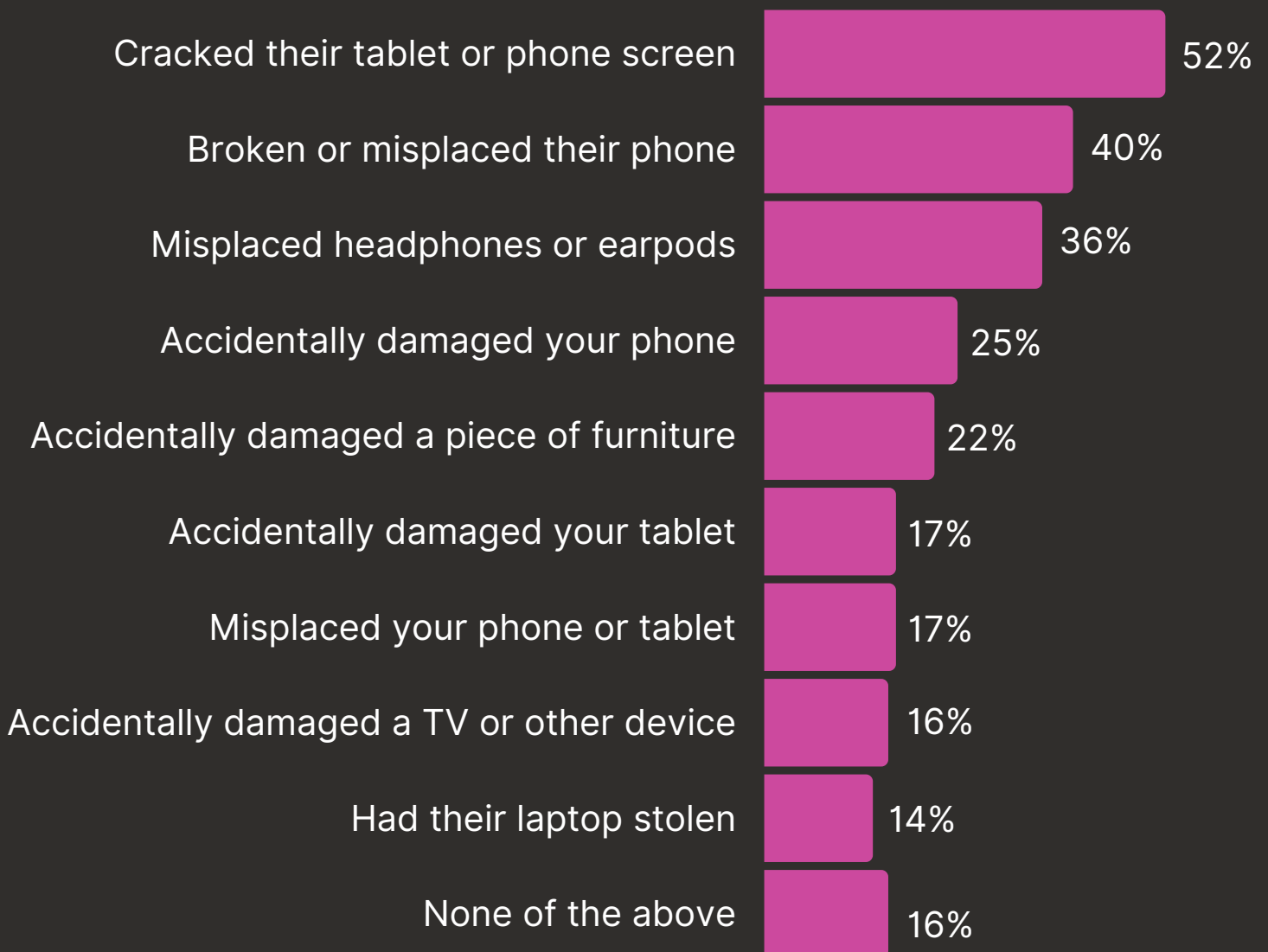
43% of men

44% of women

84% OF PARENTS

have had their child damage or lose electronics or furniture

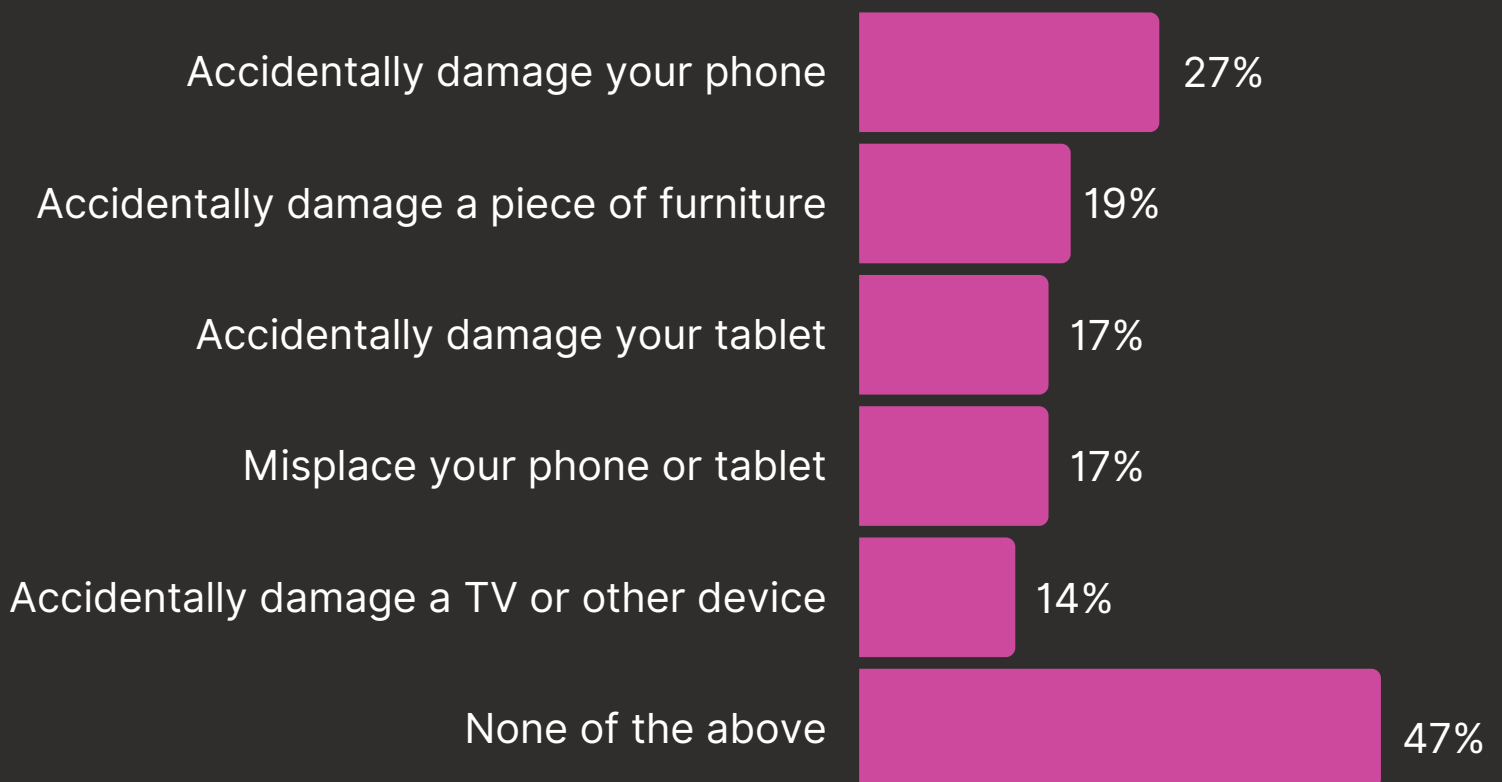
Has your child ever:



53% OF PARENTS

had their own accidents with electronics or furniture

When in high school or college, did you ever:



If yes, was alcohol involved?

21% said yes

Did you have a protection plan?



38% Yes
29% No, but I wish I had one
34% No

CONCLUSION

Back to Shopping

Back-to-school shopping is in full force once again, thankfully with more hands-on learning and fewer virtual classrooms.

Last year's chaotic school year didn't stop parents from buying clothes or shoes, but parents will not need to stock up on as many electronics this year.

As promotional sales continue, parents are taking advantage, with savings and convenience on their minds . . . even if they wish they were booking their next vacation instead of buying more school supplies.

Protect Your Back-to-School Purchases

To learn more about protecting your back-to-school purchases, or offering product protection on your ecommerce site, visit getmulberry.com



