

shopper

Back To School



January can be one of the most expensive months for families, off the back of Christmas and school holidays.

\$2.37bn

Estimated number spent on back-to-school costs across Australia in 2021 [1].

\$592

Average increase YOY of back-to-school costs per child between 2019 and 2020 [2].

Almost 50%

Of total spend per child goes towards tech products [2].

+11.5%

Average amount spent per child on back-to-school costs in 2021 [2].

[1] Australian Bureau of Statistics (2020) Based on 4,006,974 students enrolled in schools. <https://www.abs.gov.au/statistics/people/education/schools/latest-release>
[2] Big W Annual Back to School Report, conducted by YouGov (2021).

Back to school costs are rising, with costs per child increasing with age.
Average cost of individual items, per Australian child in 2021.

Uniforms	\$180 per child
School Shoes	\$111 per child
Stationary	\$180 per child
School Bags	\$58 per child
Lunch Storage	\$43 per child



SOURCE: Big W Annual Back to School Report, conducted by YouGov (2021).



51% of shoppers intend to purchase back-to-school supplies from their local supermarket.

(Includes Woolworths, Coles and Aldi)

SOURCE: Shopper Study (Back to School) November 2021, n=1654

Why Shopper for Back to School?

Shopper are Australia's number one essential retail media provider & Australia's fastest growing offline media company 2019 & 2020

Local and medium shopping centres anchored by at least one major supermarket.

Guaranteed to reach Main Grocery Buyers (MGB's), who are in a grocery buying mindset.

Over two thirds of MGBs in our catchment visit their local center 3 to 4 times per week.

1 in 2 Shoppers have bought something after seeing it advertised on a retail screen [2].

Consumers are pre-disposed to receiving brand messages, within retail environments.



[1] SMI 2019 and 2020 and [2] SOURCE: Shopper Study, October 2020, n=3000



Retail OOH is key to priming, prompting and converting shoppers.

Contact your Retail rep to learn more about how we can help you maximise your back-to-school campaign.

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