



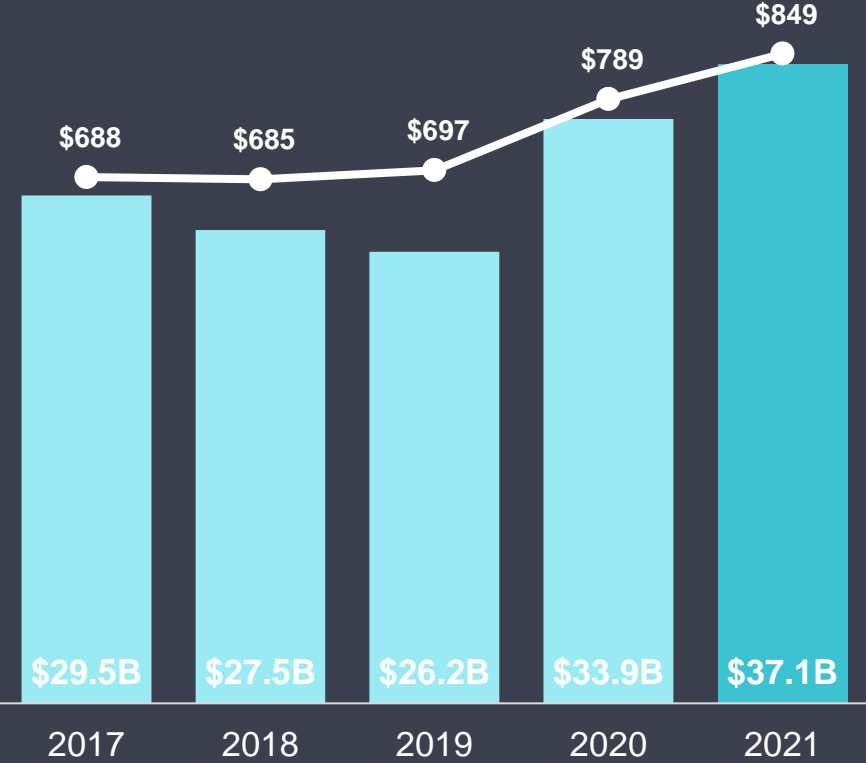
NRF National
Retail
Federation

BACK-TO-CLASS 2021

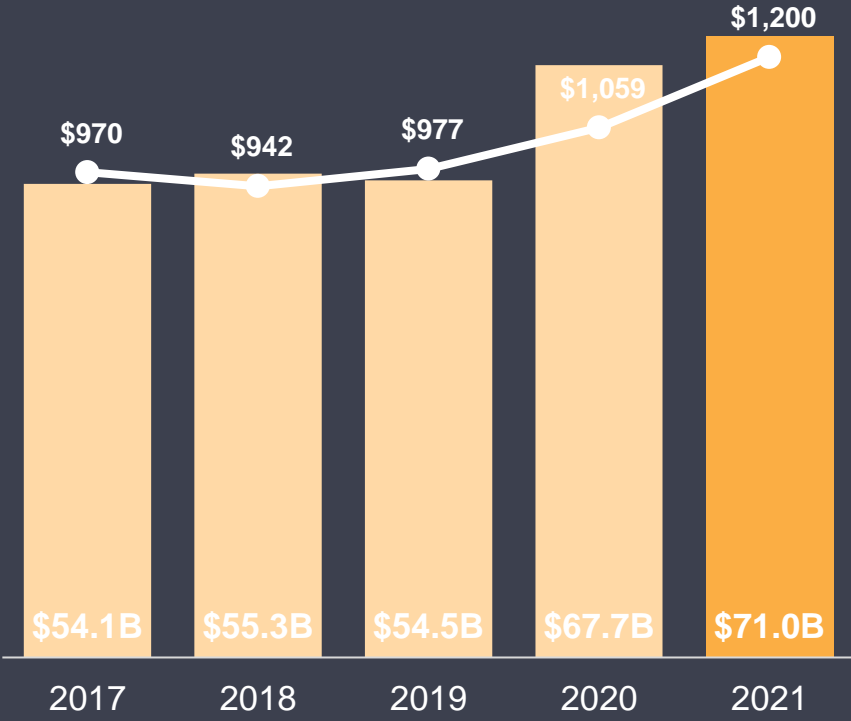
KATHERINE CULLEN
SENIOR DIRECTOR
INDUSTRY AND CONSUMER INSIGHTS
NATIONAL RETAIL FEDERATION

Expected back-to-school and college spending

Back-to-School



Back-to-College

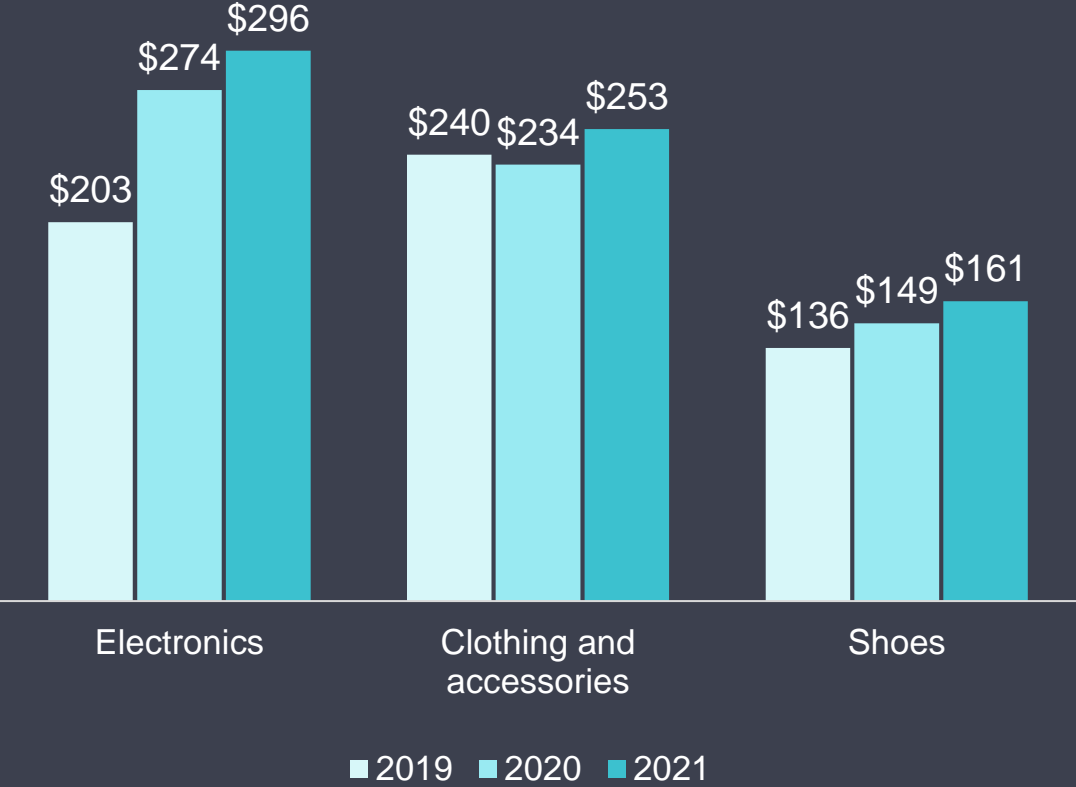


■ Total expected spending ●— Expected spending per household

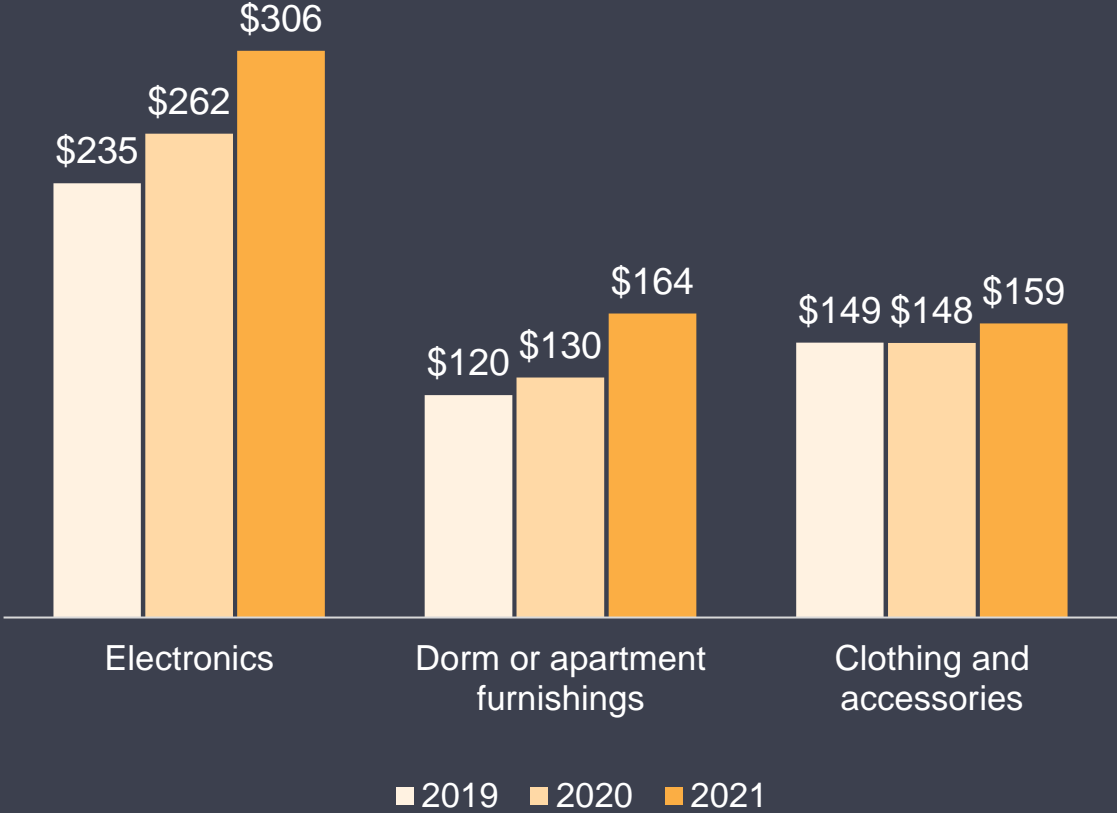
■ Total expected spending ●— Expected spending per household

Top back-to-school and college categories

Top 3 back-to-school categories

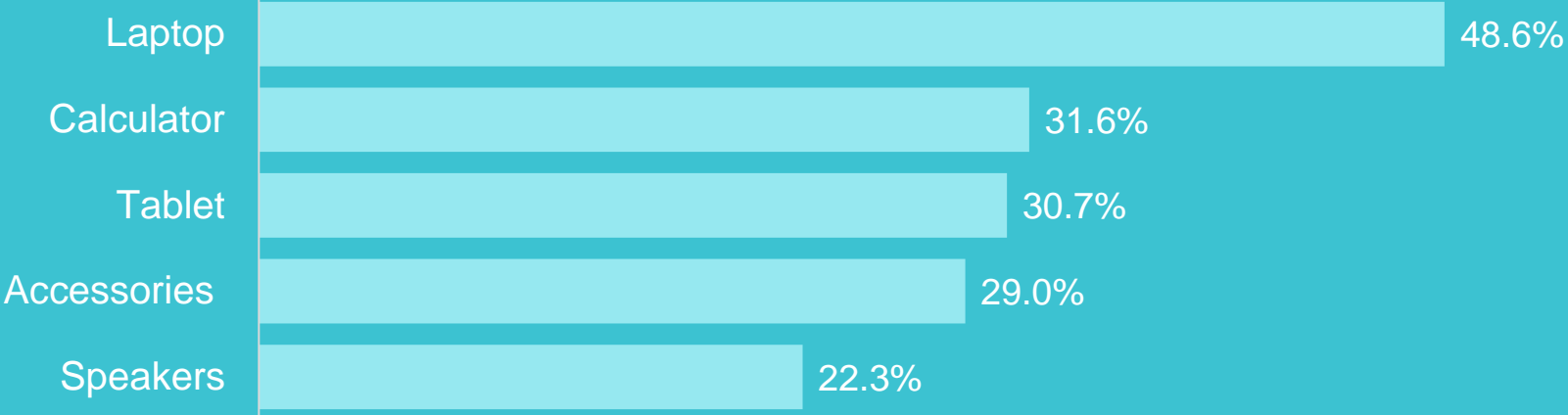


Top 3 back-to-college categories

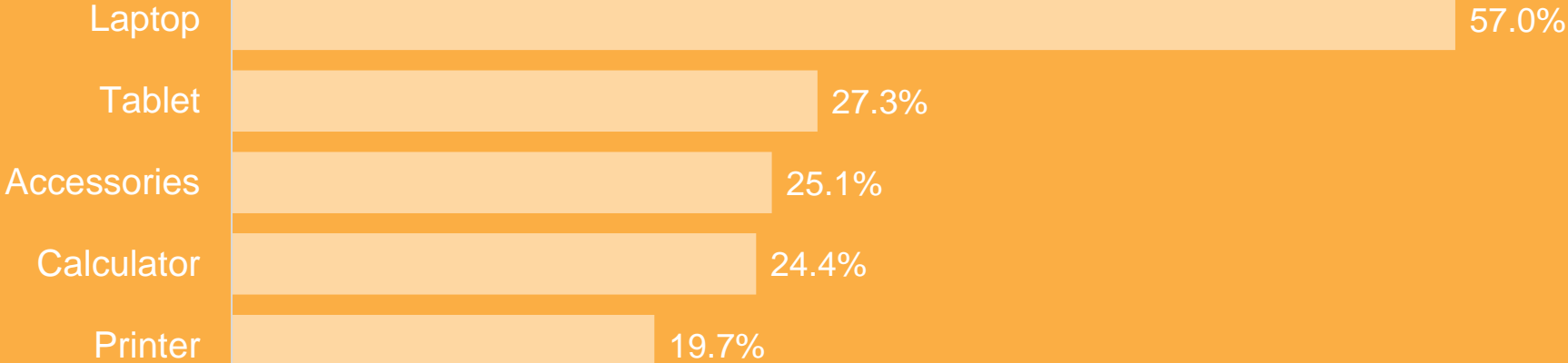


Types of electronics purchases

Back-to-School



Back-to-College



Where back-to-class shoppers are in the season



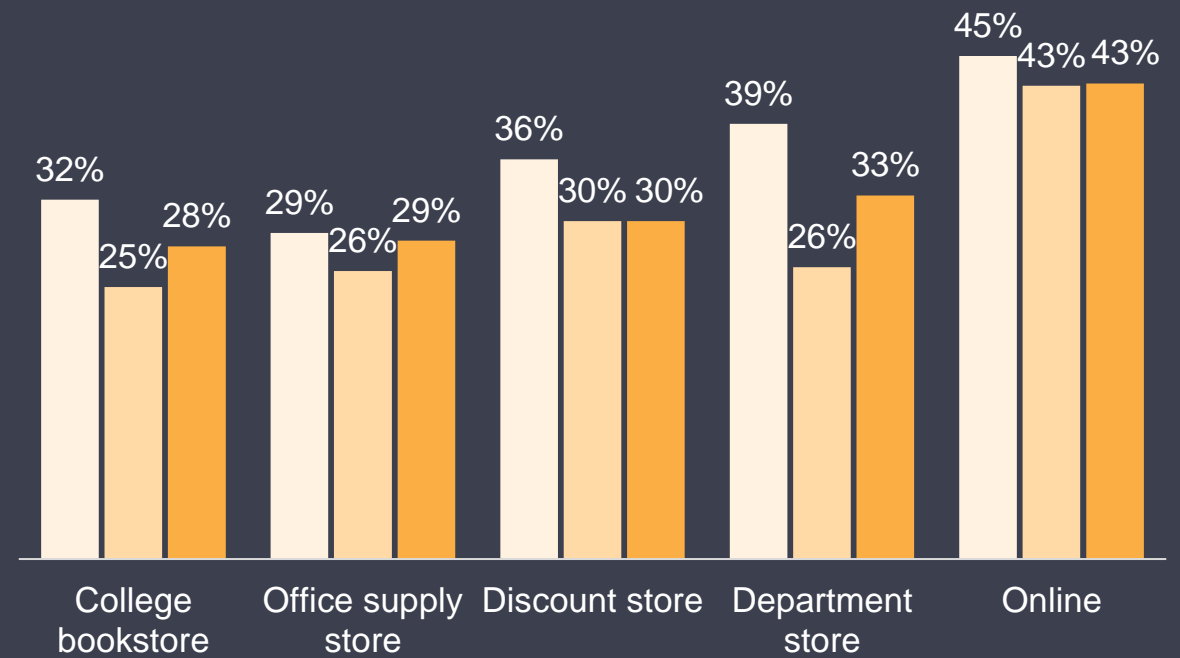
Top destinations

Back-to-School



■ 2019 ■ 2020 ■ 2021

Back-to-College



■ 2019 ■ 2020 ■ 2021



Thank You

nrf.com/backtoschool