
2025 BACK-TO-SCHOOL **KEY TRENDS**

April 2025



MAXIMIZING SEASONAL STRATEGIES

ADAPTED KNOWS BTS

KNOWN BTS SHOPPERS

- Active BTS Shoppers
- National & Regional
- Retailer Preferences
- Category Preferences

EASE IN BTS ADD-TO-LIST/CART

- Add-It™ One Solutions
- Add-to-List & Add-to-Cart
- Multi-product list-adds
- BTS Shopping Made Easier

OMNI-CHANNEL FULL-CHANNEL

- In-store Sales
- Online Sales
- Awareness to Conversion

// TRUSTED PARTNERS



MAXIMIZING SEASONAL STRATEGIES

2025 BACK-TO-SCHOOL TRENDS

1 Omnichannel Always

4 Seeking Ease & Simplicity

2 Tariffs & Savings

5 Recipe-Driven Strategies

3 Priority-Focused Targeting



1

Omnichannel Always

Omnichannel shopping plays a crucial role during the BTS season, giving busy families the flexibility to choose the channel that best fits their schedules and needs.



70%

Of parents plan to shop both online and in-store for back-to-school items, up from 66% in 2023.



88%

Of shoppers desire a seamless shopping experience across different channels.

Deloitte Survey, 2024

Bazaarvoice Shopper Experience Index, 2025

NATURE'S OWN | Driving In-Store and Online Sales at Walmart



Nature's Own®

NO artificial
preservatives,
colors or flavors

Presented by



Add to List

Add-To-List for *in-store sales*



Add-To-Cart for *online sales*

Nature's Own aimed to become a back-to-school lunchbox staple by driving awareness and purchase intent for their Honey Wheat Bread. To maximize reach, the brand partnered with AdAdapted for an omnichannel strategy that engaged Walmart shoppers across both online and in-store paths. By activating AdAdapted's Add-It™ One solutions, Nature's Own seamlessly connected with consumers during critical pre-shop planning moments—making it easy to add products to digital lists and online carts.

2

Tariffs & Savings

With looming tariffs on the horizon and prices expected to increase, finding savings will be a key priority this back-to-school season.



73%

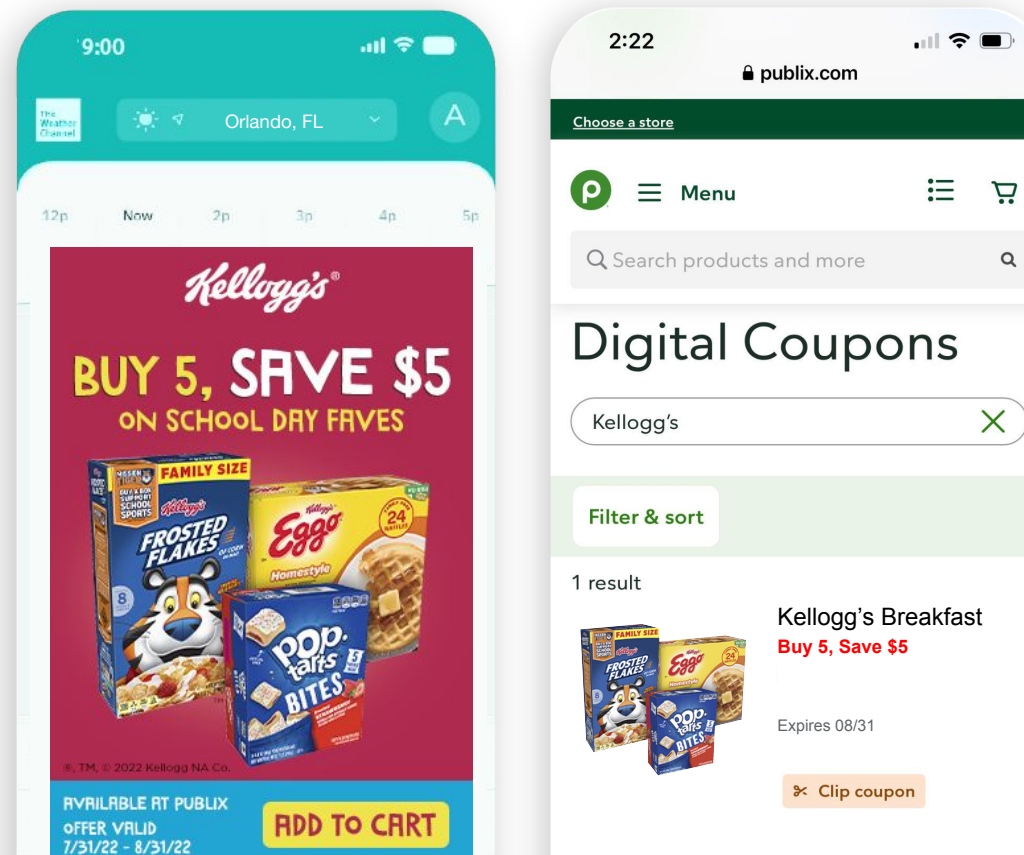
Of parents are concerned about rising prices for everyday BTS purchases.



46%

Of BTS shoppers plan to implement money-saving strategies, such as seeking out more deals or coupons than in previous years.

KELLOGG'S | Add-to-Cart for Volume Savings



Kellogg's offered the roar of the tiger to help get students and parents off to a "grrreat" start to the school year with some added savings. They ran a \$5 off digital coupon for purchasing 5 of their various brands. The focus was regional in the southeast with activations with Publix and also utilizing Instacart. The one-click simplicity to clip the digital coupon turned out to be a roaring success.

3

Priority-Focused Targeting

Back-to-school shoppers prioritize a range of values (sustainability, nutrition, etc)—but being able to precisely reach each audience segment is key to driving results.



40.5%

Of consumers prefer personalized advertisements that align with their interests.



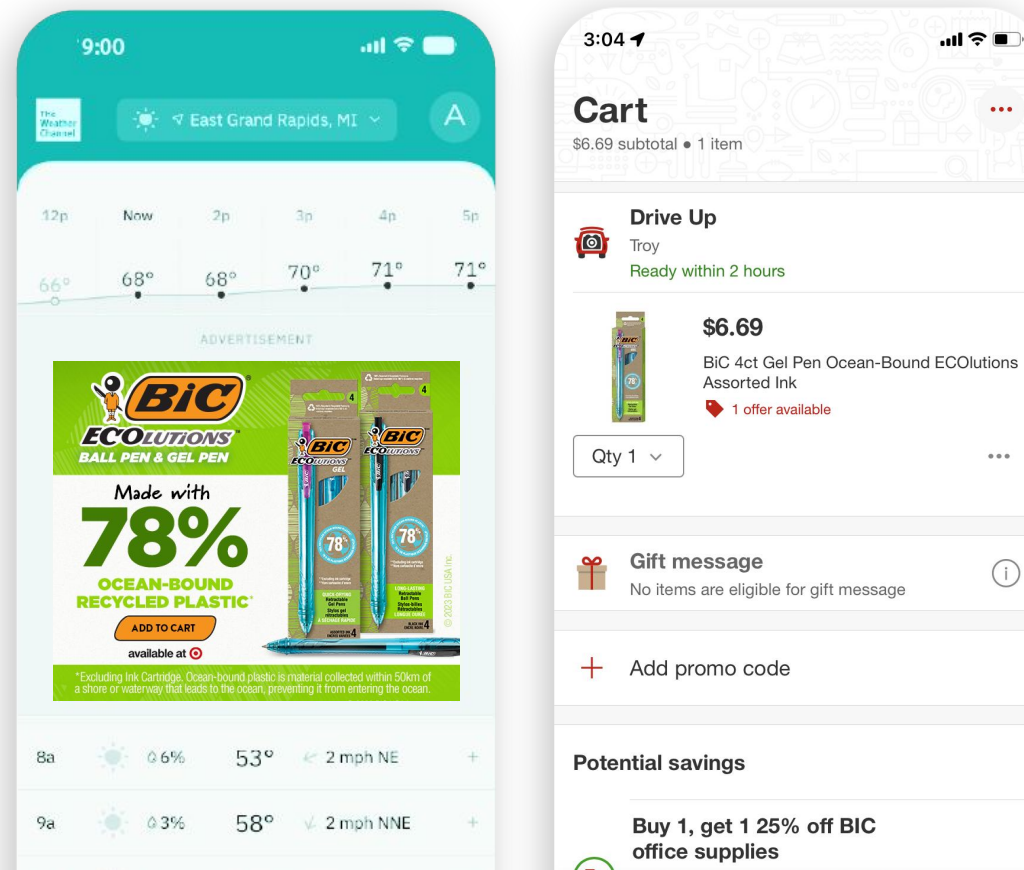
64%

Of consumers expressed a preference for purchasing from companies that tailor their experiences to individual wants and needs.

Demandsage, 2025

Statista Global Survey, 2024

BIC ECOLUTIONS | Targeting BTS Consumer Values



BIC set out to boost awareness and sales of its ECOLUTIONS line by reaching back-to-school shoppers who prioritize purpose-driven products. Using AdAdapted's Add-to-List, Add-to-Cart, and Keyword solutions, the campaign targeted behaviors tied to terms like "eco-friendly" and "reusable." By connecting with Target shoppers during planning and list-building, BIC effectively aligned product attributes with consumer priorities, boosting engagement and driving increased conversions.

4

Seeking Ease & Simplicity

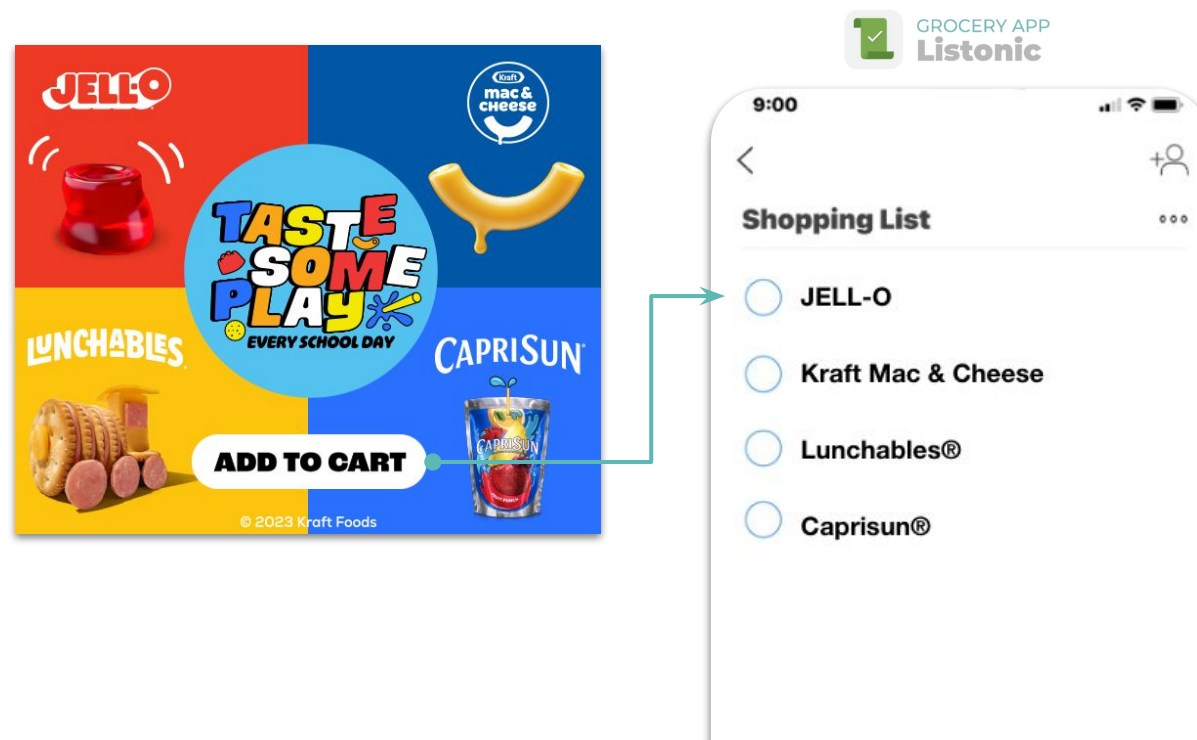
Product bundling gives busy parents a faster, more convenient way to add multiple items to their list or cart—making shopping simpler for everyone.

**60%**

Of parents claim they are being reduced to tears due to the pressure of back-to-school preparation

**82%**

Of parent shoppers say convenience is extremely or very important to them.

KRAFT HEINZ | Bundled BTS Products for Maximum Ease

To drive stronger engagement and sales, Kraft Heinz partnered with AdAdapted to get all four BTS items instantly added to consumers' digital shopping lists or carts in one seamless interaction. By bundling lunchbox staples and activating AdAdapted's Add-It™ technology, Kraft Heinz met parents during the critical pre-shop planning phase—simplifying the decision process and boosting add-to-list and add-to-cart rates across major retailers. The bundled approach proved powerful, delivering efficient scale, high engagement, and real results.

5

Recipe-Driven Strategies

Recipe content is a powerful way to capture consumer attention and drive engagement—especially during the back-to-school season when families are actively seeking meal inspiration and preparing for a new routine.



Children who eat breakfast daily are

20%

more likely to graduate high school compared to those who don't.

No Kid Hungry. 2024

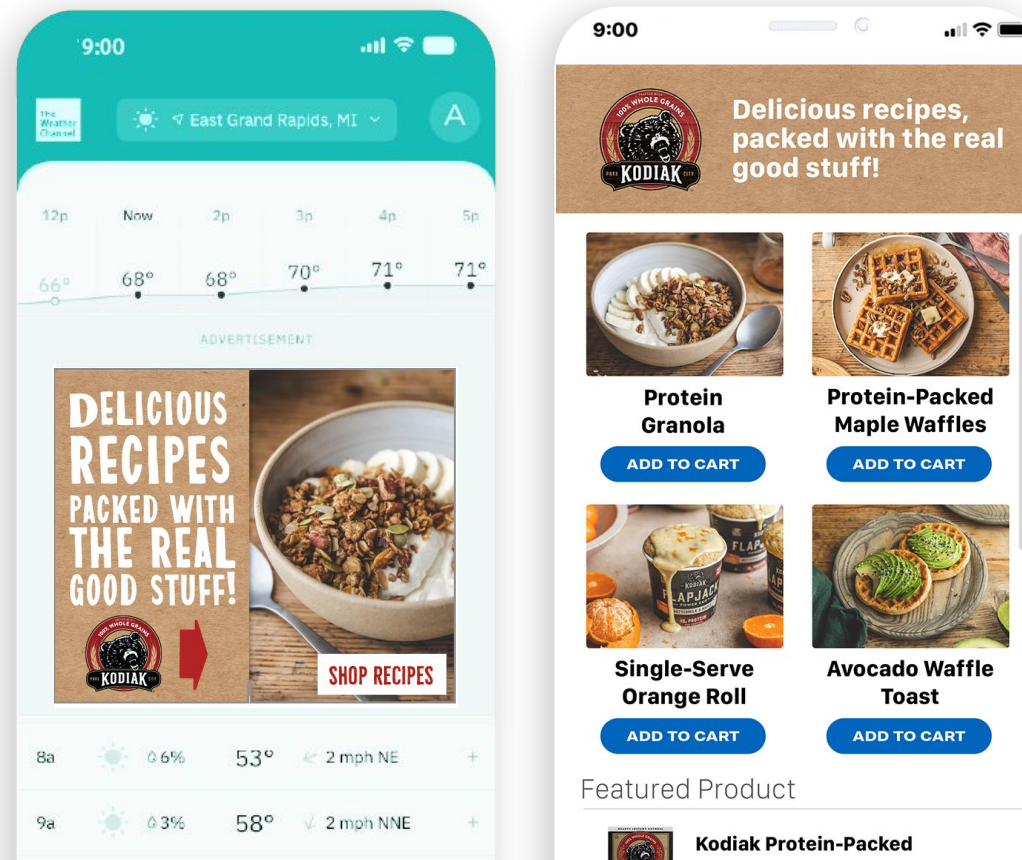


80.4%

Of consumers reported that an online recipe inspired them to purchase an ingredient or product they had not bought before.

Inspira Marketing. 2025

KODIAK | Recipes Driving BTS Breakfast Inspiration



Kodiak leaned into breakfast-time inspiration to connect with busy families during the back-to-school season. By pairing recipe content with AdAdapted's Add-It™ technology, Kodiak made it easy for shoppers to be inspired with unique recipe content and then allowing them to add the promoted products to their list or cart. This strategy met consumers in the valuable pre-shop planning stage, where decisions are made, and drove higher intent and engagement through inspiration during a busy and chaotic time.

4 KEY TAKEAWAYS

1 Make Shopping Simple

Parents want a simple shopping experience. Bundling items and making them easy to add to list or cart can be a make or break for your brand.

2 Target Based on Consumers' Values

Parents are prioritizing food quality and nutrition, as well as cause-centered brands. Highlighting these aspects can build trust and increase sales during BTS.

3 Leverage Intent Based Targeting

By knowing what shoppers are going to buy before they get to the store you can get your brand in front of them at exactly the right moment so they choose your brand.

4 Don't Underestimate the Power of Recipes

Recipe content inspires product discovery and drives action—especially during the back-to-school rush—by showing parents how to turn mealtime inspiration into convenient purchases.



Interested in learning more?

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