

# When do consumers start planning for Back-to-School?

When we see an increase in consumers adding back-to-school items to their shopping lists.



## WRITING UTENSILS

Pencils, pens, markers, crayons, etc.

Shoppers start adding writing utensils almost a month out from the start of school, but peak activity spikes 9 days out.



## BINDERS & FOLDERS

School requests binders, folders, etc.

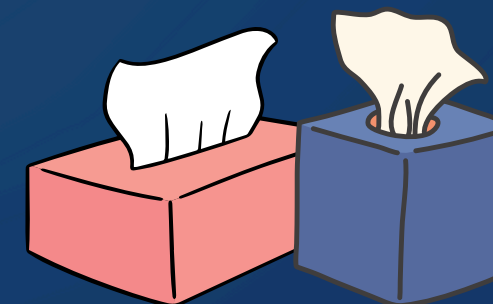
A staple on any teacher's BTS list, binder and folder activity starts early, but peaks after school starts.



## HAND SANITIZER

Keeping kiddos' hands clean in the classroom

Fairly consistent throughout the year, planning does begin ~2.5 weeks before the start of school.



## TISSUES

Every class has plenty of tissues stocked

BTS spike for tissues is just two days before, but planning starts 4 days out.



## GRANOLA BARS

Snack items like granola bars are a staple for school-aged kids

Looks like granola bars are the last-minute hero spiking after school begins. Can't forget the snacks!

\* Based on an average start date for the Midwest, AdAdapted Add-to-List digital shopping list data from July-Sept 2023

