

# US back-to-school spending remains strong for pandemic-related items this year

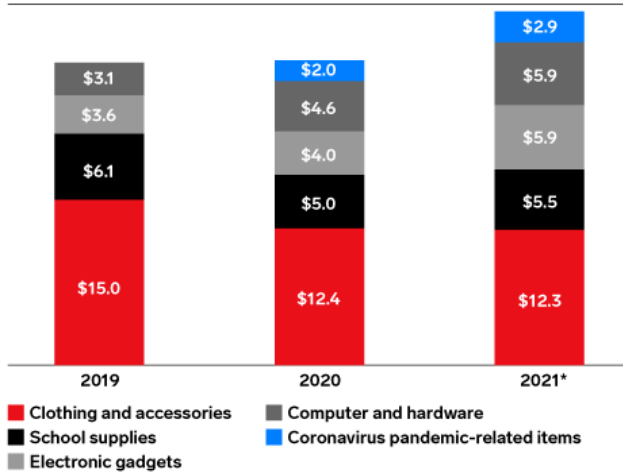
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Of the **\$32.5 billion** that US parents will spend on back-to-school purchases this year, **\$2.9 billion** will go toward pandemic-related items, such as hand sanitizer and furniture for learning spaces at home. These products, along with the collective tech category, will see about a **40%** spending increase, while expenditures on clothing and accessories will decline for the second year in a row.

**Coronavirus Impact: Market Spending Among US Parents During the Back-to-School Season, by Product Category, 2019-2021\***

billions



Note: electronic gadgets include cell phones/smartphones, tablets/e-readers, and wearable devices, as well as digital subscriptions and voice/data plans; coronavirus pandemic-related items include personal hygiene products (e.g., wet wipes, hand sanitizers), desks, worktables, and chairs for home; \*estimated

Source: Deloitte, "2021 Back-to-School Survey: Tech Sets the New Standard," July 8, 2021

267801

eMarketer | InsiderIntelligence.com

More like this:

- 25-minute listen: [Why Amazon retail keeps pulling ahead, BNPL vs. credit cards, and malls' shock revival](#)
- Article: [Amazon sellers pressure disgruntled product reviewers](#)
- Article: [Mastercard positions itself for growth as consumers ramp up retail spending](#)