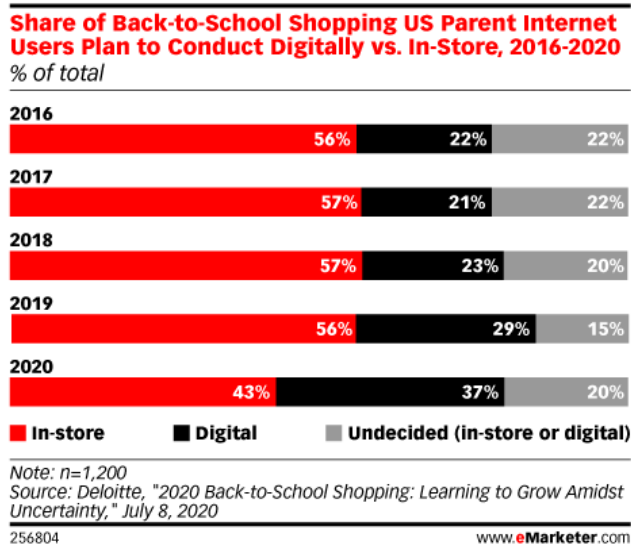


# How a Confusing Back-to-School Shopping Season Will Influence Spending

**AUDIO** |

**eMarketer Editors**

Business Insider Intelligence research analyst Daniel Keyes, eMarketer principal analyst Andrew Lipsman and senior forecasting analyst at Insider Intelligence Cindy Liu discuss how a staggered back-to-school shopping season is changing consumer spending and advertising. They then talk about why Walmart has teamed up with Microsoft to bid for TikTok, and what Walmart's membership program launch means for Amazon Prime.



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