

Back-to-college retail will score top marks for spend

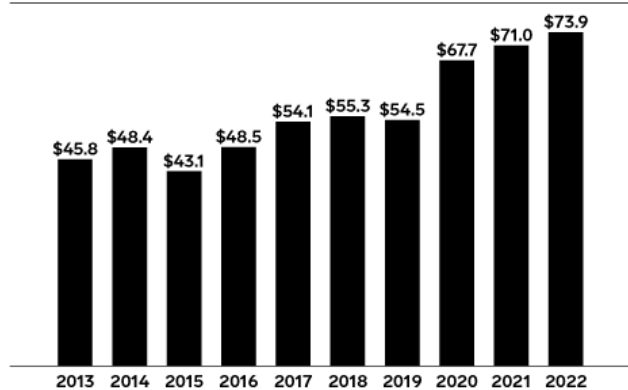
Article

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US back-to-college retail spending will reach a new high of **\$73.9 billion** this year, beating last year's record of **\$71.0 billion** and eclipsing the pre-pandemic figure of **\$54.5 billion** in 2019.

US Back-to-College Retail Spending, 2013-2022

billions



Source: National Retail Federation (NRF), "2022 Back-to-School Spending Survey" conducted by Prosper Insights & Analytics as cited in press release, July 14, 2022

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Beyond the chart: Education is still a priority for college students and their families, even amid high inflation. Average spending per household will be roughly the same as it was last year—around **\$1,200**. Electronics and computer-related equipment will see the biggest increase in back-to-college dollars since before the pandemic, with households shelling out nearly **28%** more this year than in 2019.

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