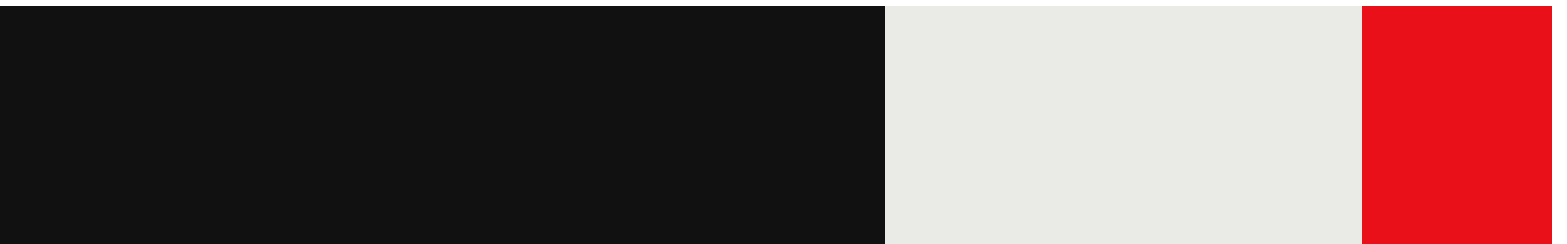


The what, where, and how of back-to-school shopping, facial recognition, and retailer TV ads

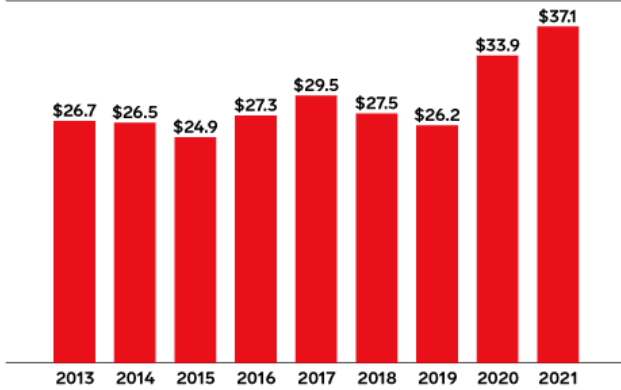
Audio



On today's episode, we discuss the who, what, where, when, why, and how of this year's back-to-school shopping season. We then talk about why facial recognition is surging in stores, what happens if prices continue to climb, and standout retailer TV campaigns. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Suzy Davidkhanian.

US Back-to-School Retail Spending, 2013-2021

billions



Note: ages 18+

Source: National Retail Federation (NRF), "2021 Back-to-School/College Spending Survey" conducted by Prosper Insights & Analytics as cited in press release, July 19, 2021

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