

Mothers Find Alternatives for Back-to-School Shopping

BOPUS, curbside pickup make the season less aggravating

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Jennifer King

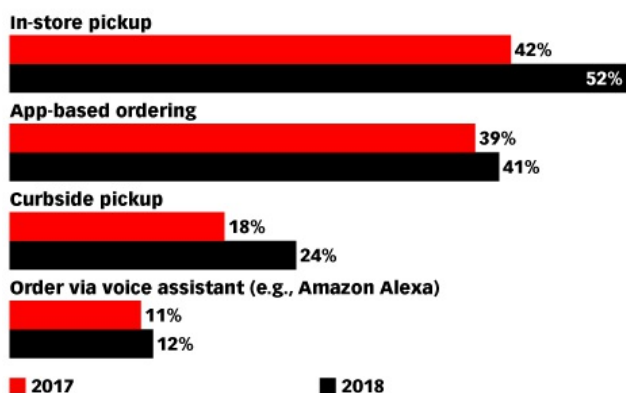
The back-to-school shopping season can be frustrating—stores are crowded, aisles are messy and school supplies quickly go out of stock.

To avoid some of this strife, a recent survey by [Field Agent](#) found that 74% of US mother smartphone users plan to shop online for school supplies this year. (The study polled 1,001 US mothers who had children in grades K to 12.)

And overall, more mothers plan to avoid the store in 2018 compared with a year prior. More than half said they'll be picking up their orders in-store. Meanwhile, others said they plan to order supplies through an app (41%), get them via curbside pickup (24%) or by ordering them through a smart speaker like Amazon Alexa (12%).

Omnichannel Retail Methods Used by US Mother Smartphone Users to Shop for Back-to-School Supplies, 2017 & 2018

% of respondents in each group



Note: mothers of children K-12; for 2017-2018 vs. 2018-2019 school years
Source: Field Agent, "Back to School," May 30, 2018

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That's not to say that everyone will be forgoing the store. Two-thirds of respondents said their household will likely visit two to three stores to buy school supplies, while another 20% said they'll visit four to five. But buying school supplies online is becoming more widespread, thanks in part to Amazon.

Amazon's Prime Day is **starting to capture dollars spent historically** during a more established season: back to school. While back-to-school shopping doesn't play as outside a role in retailers' annual sales as the Q4 holiday season, it's no small thing. In fact, we forecast US retail ecommerce back-to-school sales will increase 15.4% in 2018 to \$85.55 billion, representing 16.3% of full-year retail ecommerce sales.