

# Back-to-School

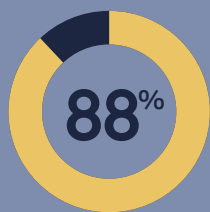
How remote learning will impact consumer behavior

Back-to-school spending anticipated to hit

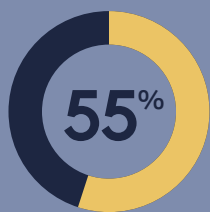
**\$102 billion** this year



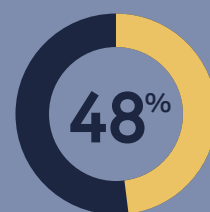
**25%**  
sales increase



of consumers say COVID-19 will affect their **back-to-school shopping**



of parents will do their **back-to-school shopping online**



of technology products are expected to be **purchased online**



**72%** of parents will buy products to accommodate **at-home learning**



**28%** overall increase in **technology purchases**

**51%** of parents will spend more on **virtual learning software**

