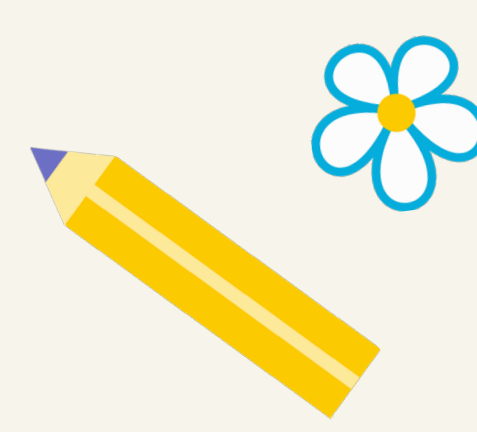


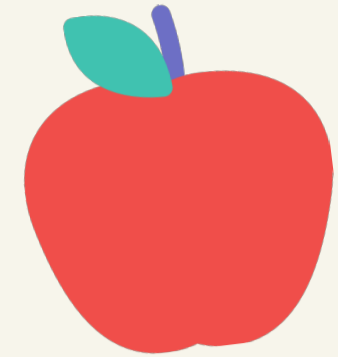


# Shipt



## Ultimate Back to School Shopping Guide

Known for their personalized shopping experience, Shipt recently surveyed parents and caregivers, teachers and college students to uncover the top must-have school supplies for back to school preparation.



Rooted in insights from the survey and Shipt proprietary data, Shipt created the **Ultimate Back to School Shopping Guide**, a data-driven shoppable list of school essentials to guide consumers as they navigate the retail season.



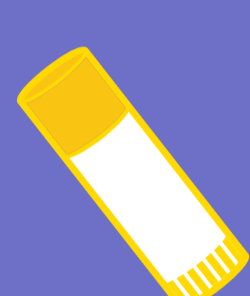
Both parents and caregivers **(37%)**, as well as teachers **(50%)** plan to begin their shopping in July.



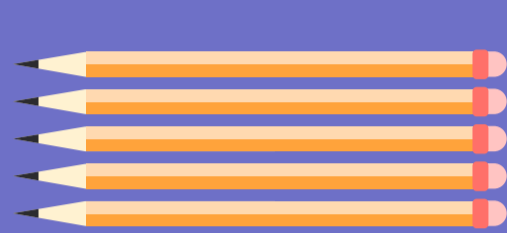
### The top five back to school supplies across all three surveyed groups were the following:



Crayola Crayons



Elmer's Glue Sticks



#2 Pencils

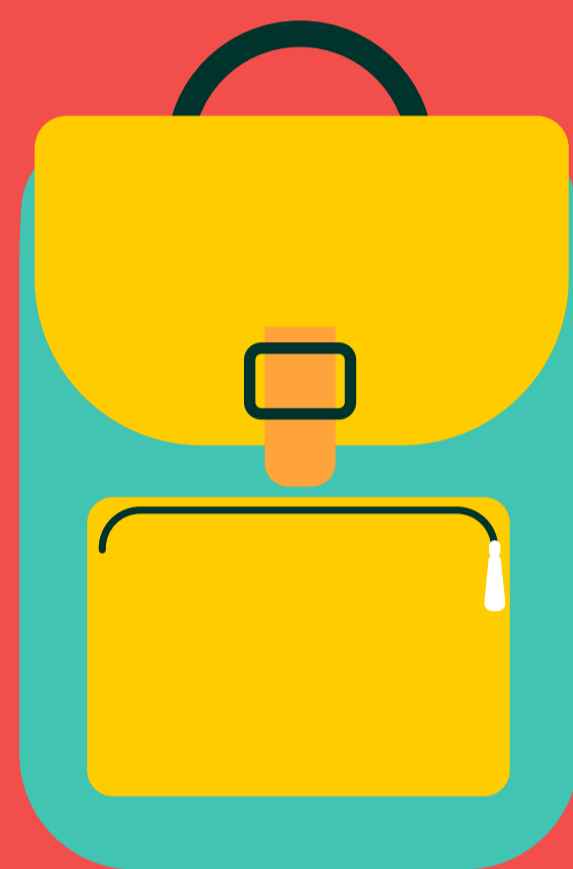


2 Pocket Folders



Spiral Notebooks

## Parents



To no surprise, backpacks are one of the hottest items to purchase for parents of students, with a staggering

**84%**

of parents planning to purchase a new backpack for their kids.



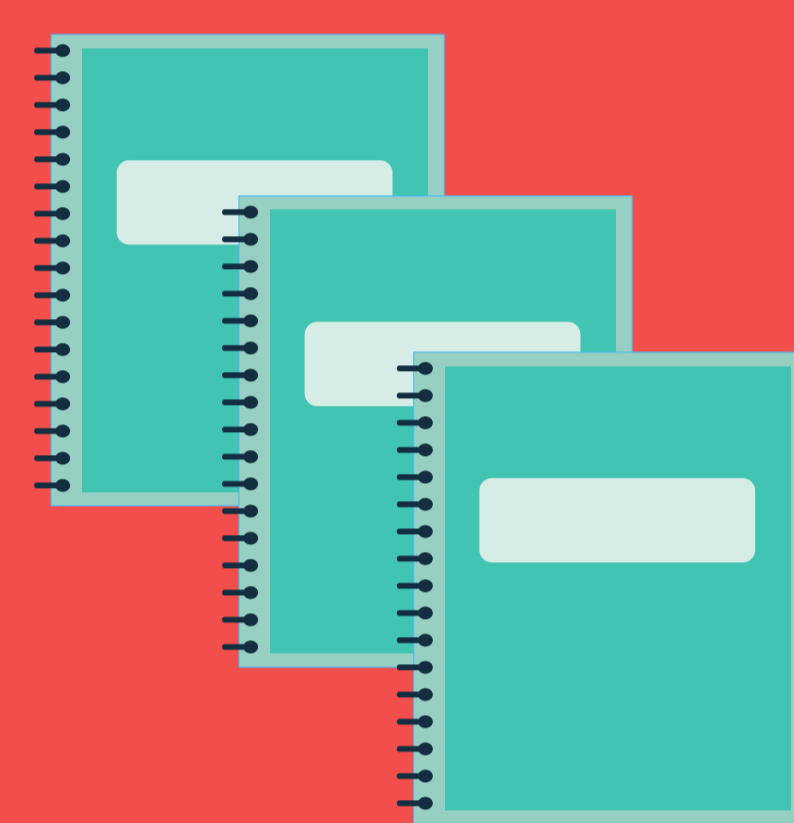
While nearly half of parents

**(41%)**

claim they buy just 5-15 pens or pencils for the year, those same supplies are what more than half of parents

**(52%)**

claim their children run out of the fastest.



While a majority of parents

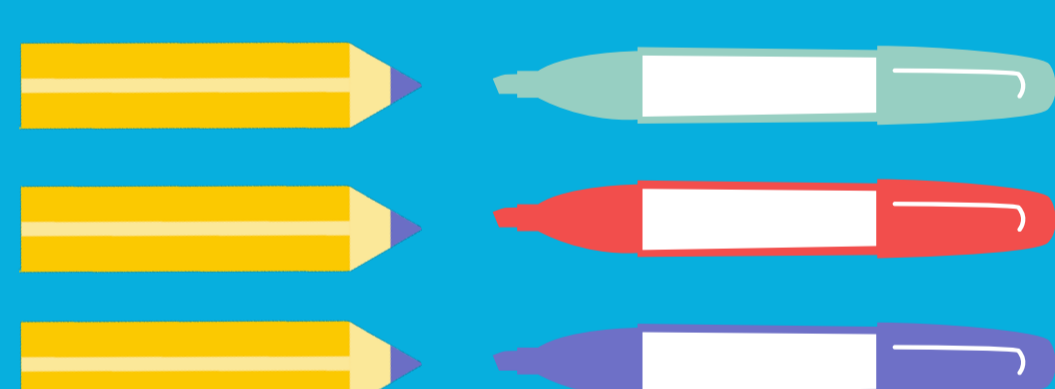
**(73%)**

claim to buy only 2-5 notebooks for the year, that same essential was the second to run out the fastest - pens and pencils run out before anything else!

## Teachers

For those looking to lend a helping hand, the top two items that teachers run out of the fastest in their classroom are

**pencils and dry erase markers.**



In addition to pens, notebooks, calculators and books, teachers are also purchasing bigger ticket items this back-to-school season with

**72%**

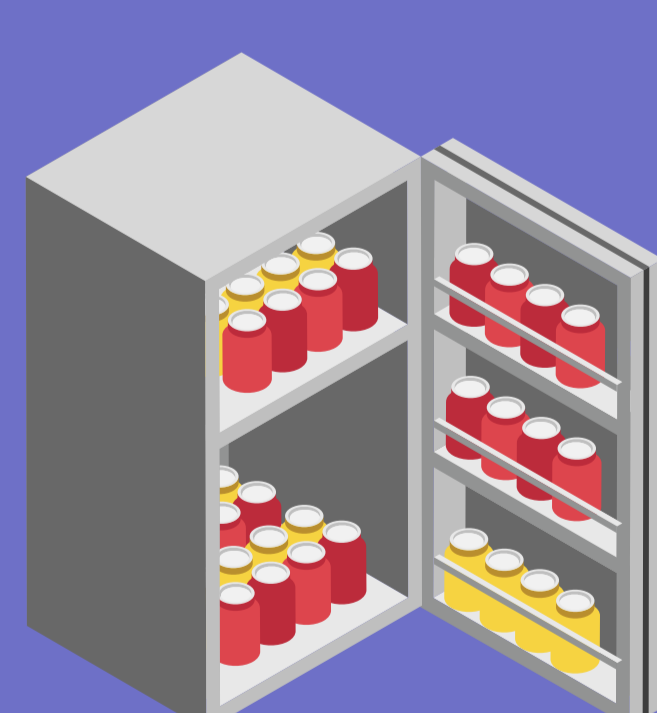
planning to purchase **an electronic tablet** for school use.



## College Students

Whether you're hosting, studying or late night-snacking, don't forget to add a mini fridge to your dorm room must-haves this school year.

**Almost half of college students (44%)** report that they've purchased **a mini fridge** in the past and plan to do so again.



What's the number one item stocked in their mini fridges? One in three college students (33%) say **beverages.**

**Nine out of 10 college students**

stated they plan to buy an electronic tablet/laptop.

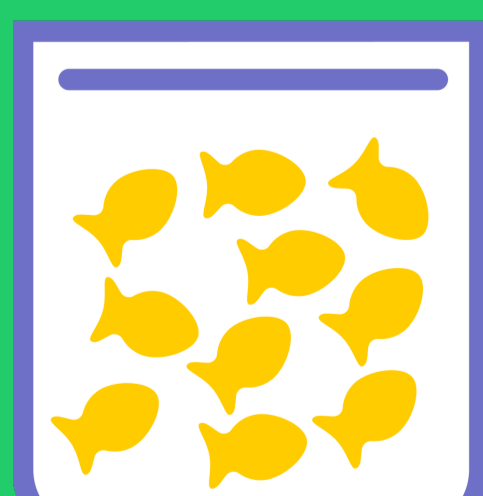


**93%** of college students plan to purchase a backpack, while **three quarters** plan to purchase at least two notebooks.



## Lunch and Snack Hacks

**Over 70,000** packs of individually-wrapped Pepperidge Farm Goldfish were purchased last year around the back-to-school season.

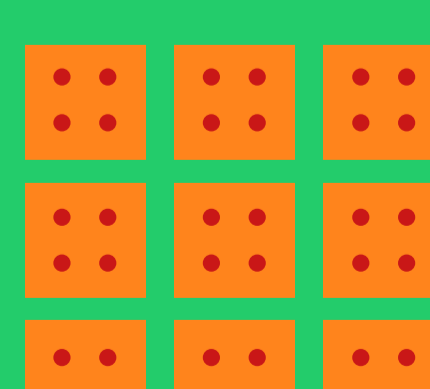


**That's over 23 million packages of Goldfish!**

**Over 74,000 boxes** of Nature Valley Granola Bars, aka nearly **890,000 bars**, were purchased last year.



**Over 27.8 million packs** of individually-wrapped Cheez-Its were purchased last year around the back-to-school season.



**54%**

of parents claim their kids prefer sweet snacks over savory ones.



**About 30% of college students** plan to stock their dorm room mini fridge with snacks this coming year.

**Nine in ten parents** buy a new lunchbox for their child - **64%** say they do so every year.

