

NIQ

Perspectives

August 2025

Walmart wins with back-to-school shoppers

Amazon closely follows as both retailers lure in high-income shoppers. But other retailers can also find opportunity to capture back-to-school spending.

As summer fades and the first school bells approach, back-to-school season is once again shaping up to be one of the most significant retail moments of the year.

But in 2025, this is no longer a simple, checklist-driven shopping trip for notebooks and backpacks as personal care, tech and other categories make it onto back-to-school checklists.



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Want a deep dive?

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Source: NIQ BASES 2025 Consumer Study

NielsenIQ

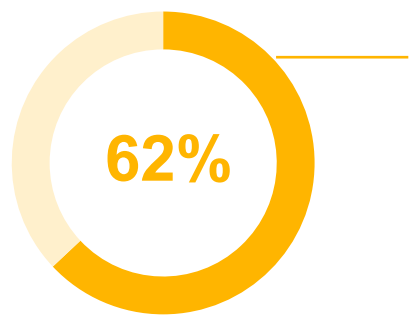
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Meet the 2025 Back-to-School Shopper

In-Store Shopping Rules Back-to-School Season

While online shopping offers convenience, browsing in-stores remains a crucial part of the back-to-school experience—letting students and parents see, feel, and choose exactly what they need to start the year right.



Back-to-School shoppers expecting to look around stores in person. **52%** also expect to explore shopping websites.

The Final Purchase Location



Retailers to Watch This Back-to-School Season

Though a few major players dominate the back-to-school shopping landscape, most consumers plan to spread their spending across multiple retailers—creating strong opportunities for others to capture share..

Walmart + Amazon Lure Shoppers

Nearly **4-in-5** Back-to-School shoppers plan to visit Walmart. This is followed by Amazon at (72%), and Target (54%).



High-Income Destinations

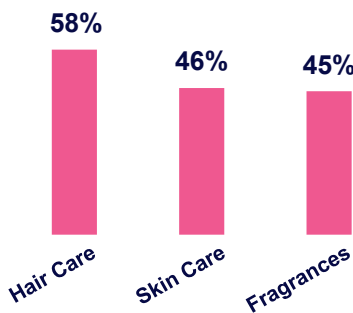
Walmart and Amazon are the top retail destinations for **High-Income** Back-to-school shoppers.



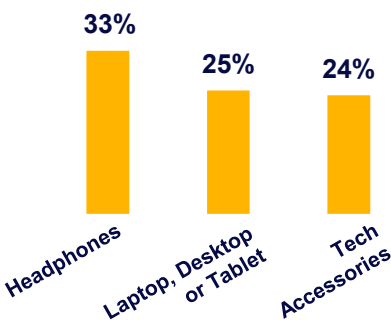
Categories to watch: Self-care and Technology

School supplies (writing tools, paper or organizational materials) are expected to be the most purchased items followed by apparel and accessories. However, nearly **1-in-2 shoppers** also plan to make purchase in the following categories.

Top Self-Care Categories



Top Tech Categories



Fun Fact: Bath and Body Works is expected to be the most popular fragrance brand for Back-to-School.

Fun Fact: While quality and experience are important tech brand considerations, **price** is the leading factor from 62% of shoppers.