



BACK TO SCHOOL 2022

THINGS TO KNOW ABOUT...



85%

say the **current economic situation/inflation** will affect their back-to-school shopping

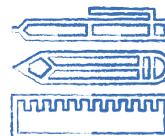
For the 22/23 school year, **students** plan to **attend**



81%

In-person or Hybrid

87%



Plan to purchase:

- Clothes**
- Supplies (82%)
- Shoes (81%)
- Accessories (37%)
- Electronics (33%)

What **Clothes** Do Shoppers **Plan to buy?**

8



Socks

7



Shirts



Undergarments

5



Pants



Leggings



Shorts

4



Activewear



Outerwear



Jeans

3



Sweaters



Sleepwear

2



Dresses



Skirts

46%

of parents buy **secondhand clothing** for their kids

56%

Decide what clothing to buy together **with their children**



62%



Plan to buy back-to-school clothing **in-store**, rather than online, up from 56% in 2021.

Features Parents Look For



Comfort



Quality



Durability

84%

I **prefer** my children be dressed in **cotton** clothes

70%

Parents **prefer cotton** for children because it is **comfortable**



Where Do Parents **Plan to Shop?**

Amazon/Online Only



59%

Mass Merchant



54%



For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com

Source: Cotton Incorporated's 2022 Lifestyle Monitor™ Survey

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