



BACK TO SCHOOL

Shopping in 2025

The back-to-school shopping season is the second-largest shopping season - just behind Black Friday and Christmas. In fact, roughly 60% of all Q3 sales are directly tied to back-to-school shoppers!

Where do people buy school supplies?

According to the National Retail Federation, online shopping remains a top choice for both back-to-school (48%) and back-to-college shoppers (43%).

Consumer Behavior in an Inflationary Environment

The price of everyday necessities has steadily increased since 2020. That means consumers are reacting to these higher prices by switching to cheaper alternatives, searching for coupons and purchasing a different brand than they would normally.



Did you know?

When distributors offer Alliance branded products, they're able to meet the criteria for GSA set-asides for Women-Owned Small Businesses as well as "Buy-American."



HOLDING YOUR WORLD TOGETHER

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