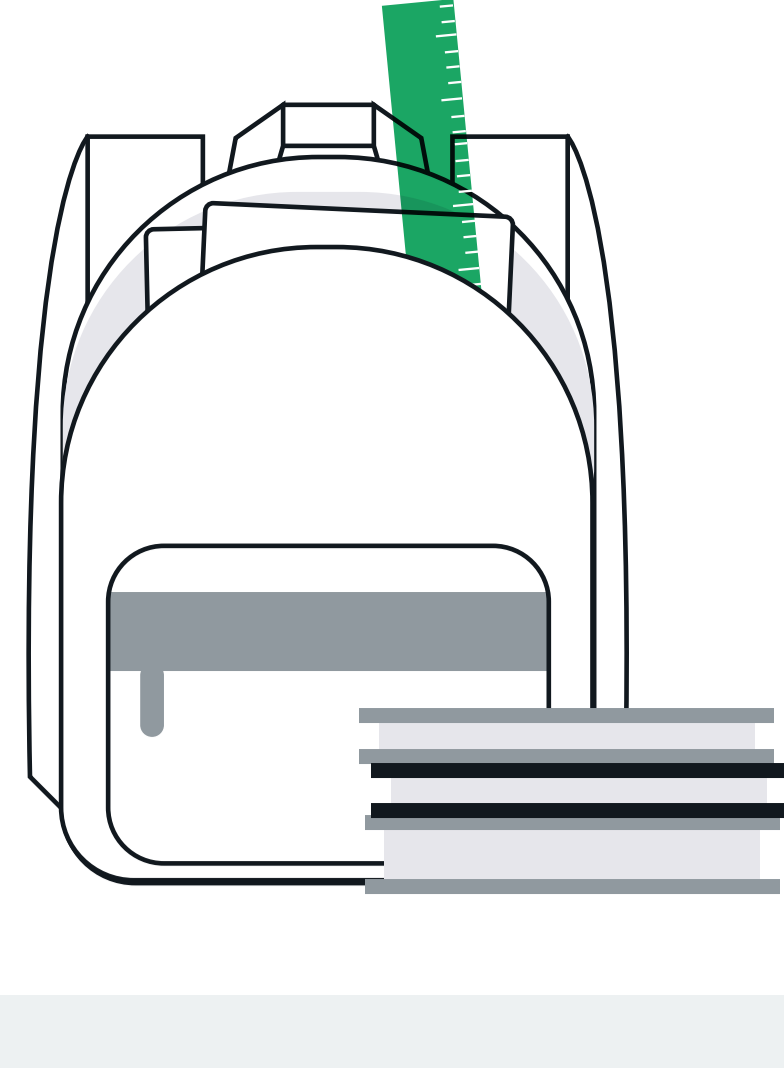
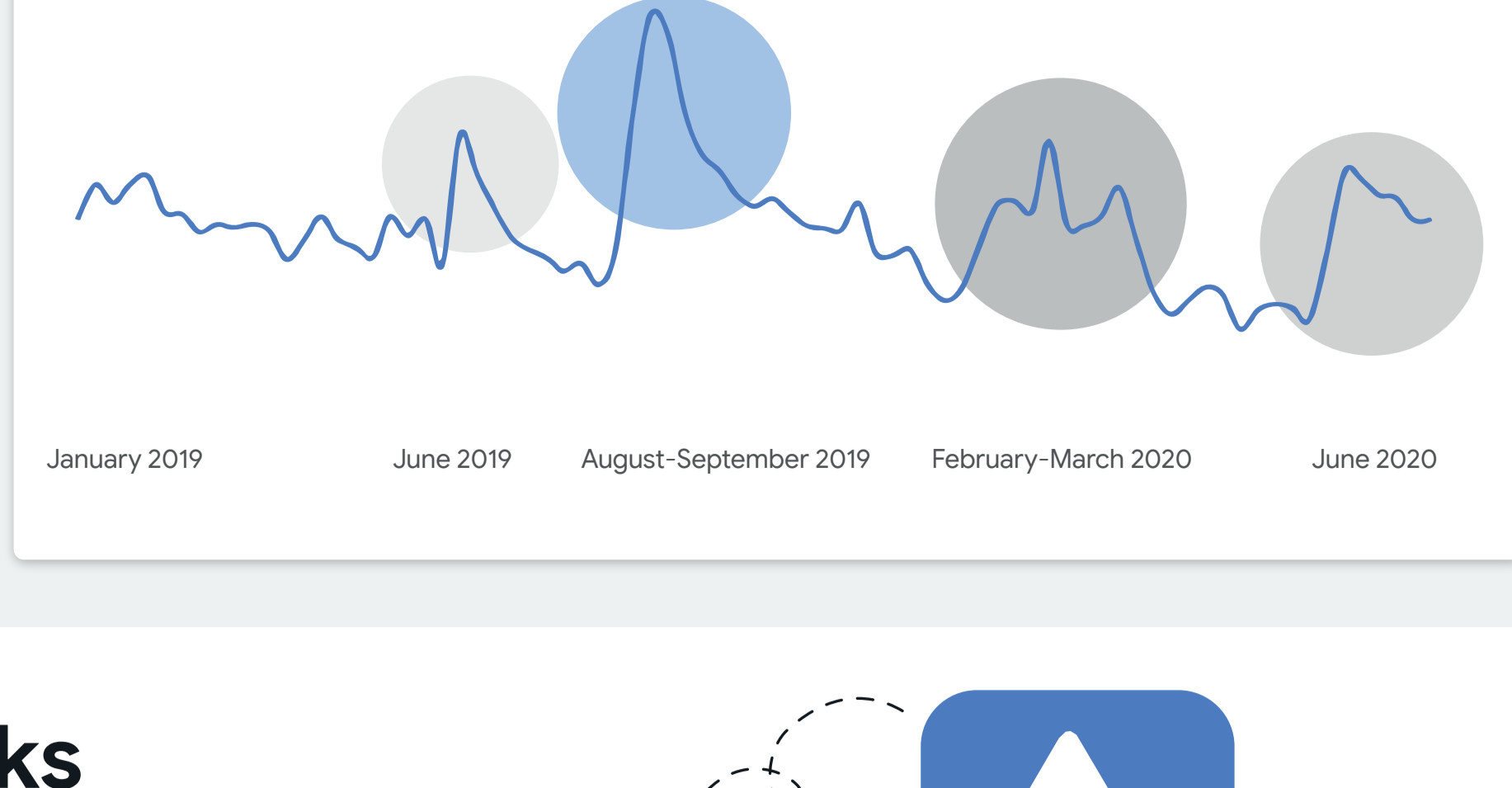


# Back to School

## MENA Insights 2020

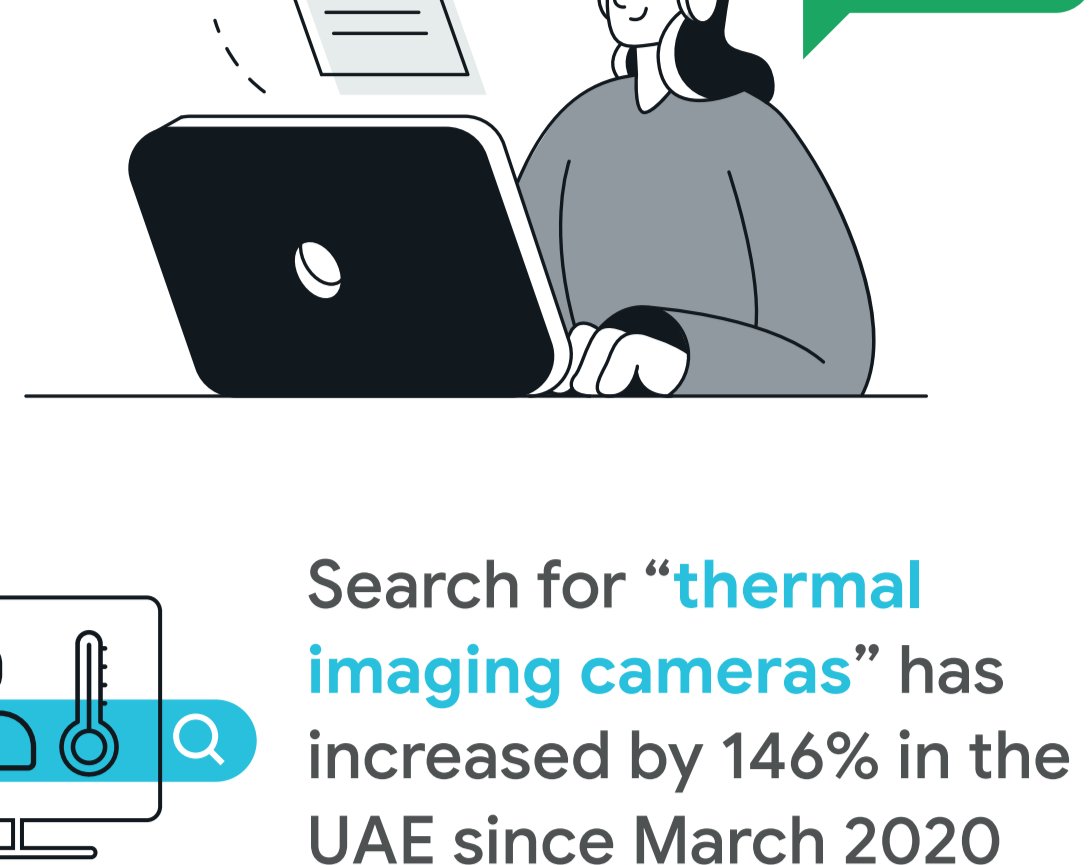


This year **Back to School** is still top of mind, despite some of the uncertainty around Covid-19

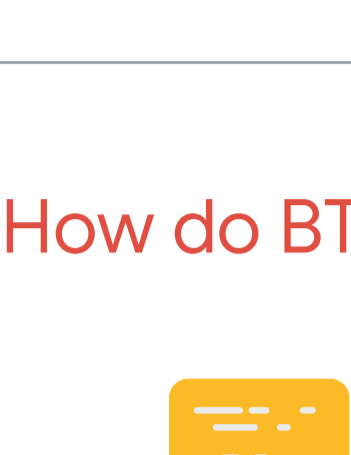


### Back to School looks different this year

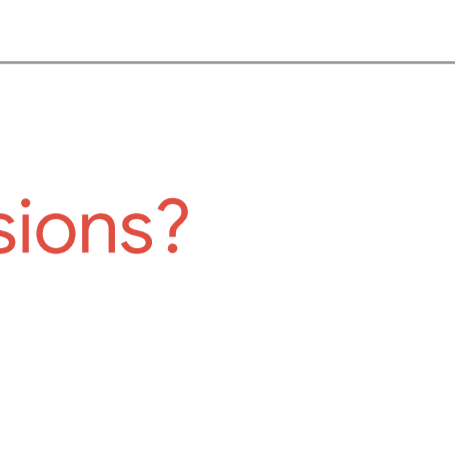
Schools are trying to keep the learning experience as smooth as possible. However, the need to maintain precautions means installing thermal cameras, adapting classrooms to physical distancing, and continuing digital learning.



Source: Google Trends

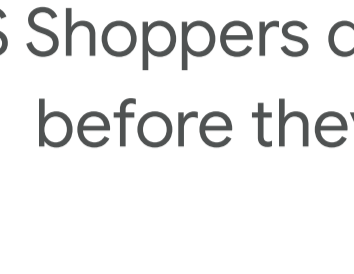


Search for “**digital learning**” has increased by 145% in the UAE since May 2020



Search for “**thermal imaging cameras**” has increased by 146% in the UAE since March 2020

### How do BTS buyers make purchase decisions?



**7 in 10** BTS Shoppers do research before they shop

**89%** of them will research online

### How will they be shopping?



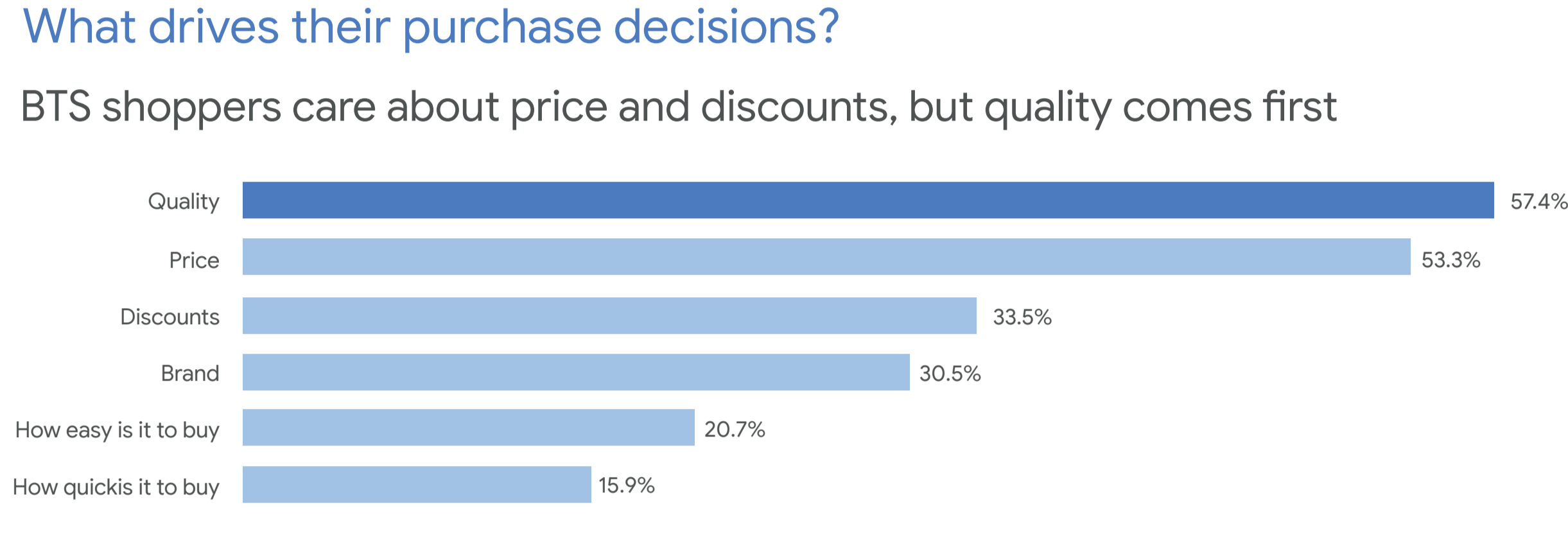
**72%** of BTS shoppers will do their shopping **online**



**26%** of BTS Shoppers will do all or most of their shopping **online**

### What drives their purchase decisions?

BTS shoppers care about price and discounts, but quality comes first



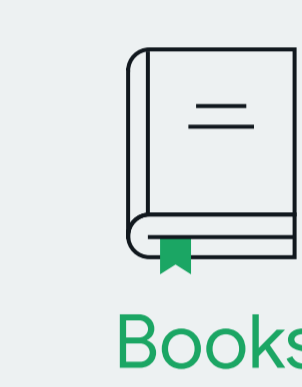
### Can they be influenced on their shopping decisions?



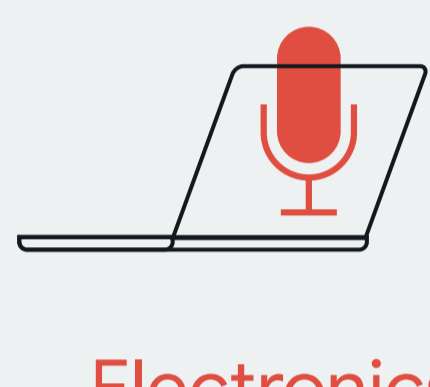
**70%** of the BTS shoppers are **undecided** on which brands to buy when they start their shopping journey

## BTS Trends

The most popular categories on Search during BTS include:



**Books & Stationery**



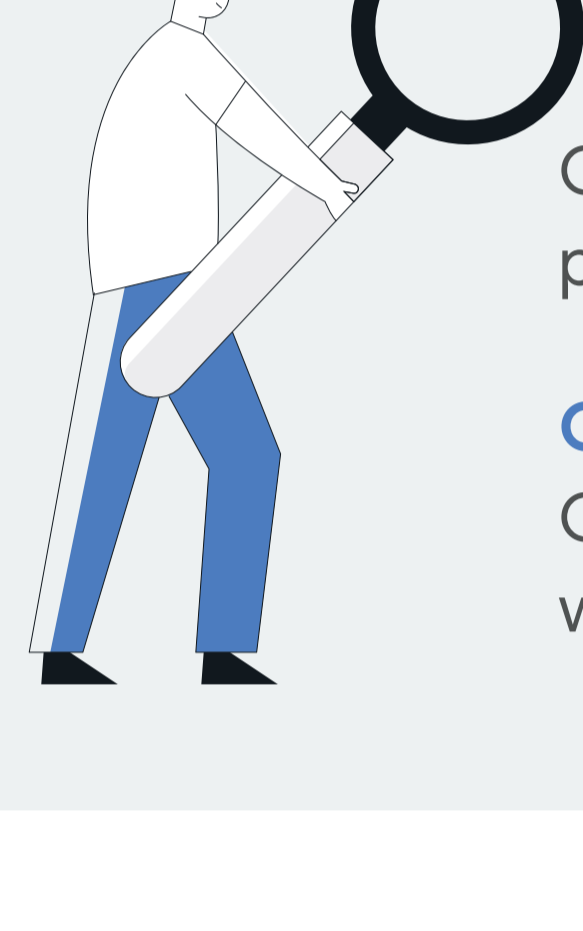
**Electronics**



**Beauty & Personal Care**



**Apparel & Accessories**



Queries for these categories are **27%** higher during the BTS period compare to the rest of the year

**Queries growth YoY**

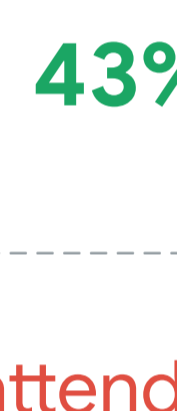
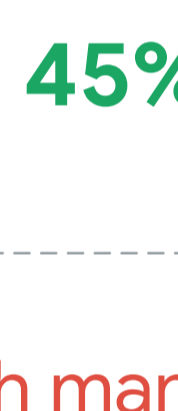
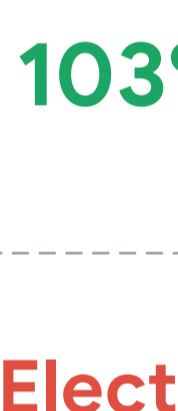
Queries on these BTS categories are **47%** higher than what they were during the last BTS period

**Books & stationery** was also the fastest growing category during BTS, growing at

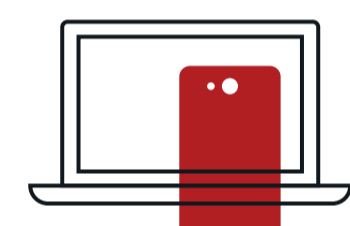
**73% YoY**

**Stationery:** Searches are **36%** higher during BTS vs rest of the year

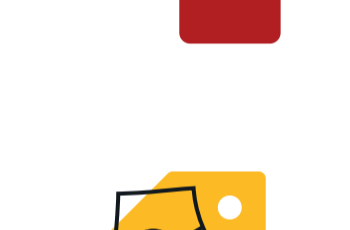
**Strong YoY growth in queries**



**Electronics:** With many students attending virtual classes, there is increased demand for electronics that help them with their digital learning experience



**78%** of searches are related to **mobile phones and computers**



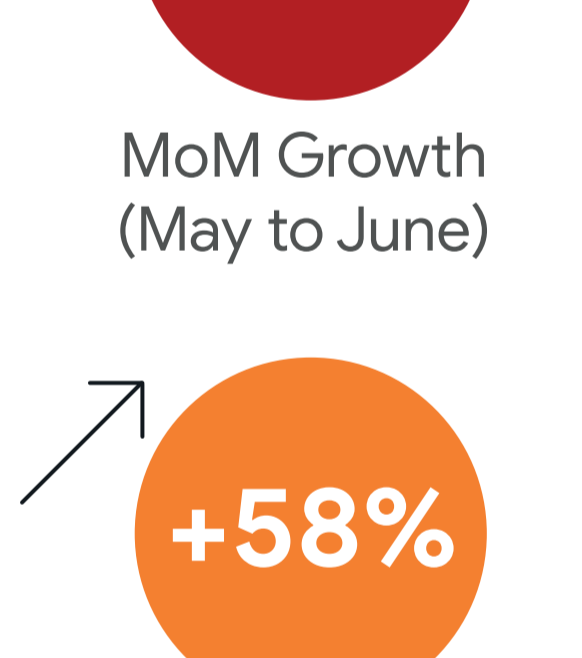
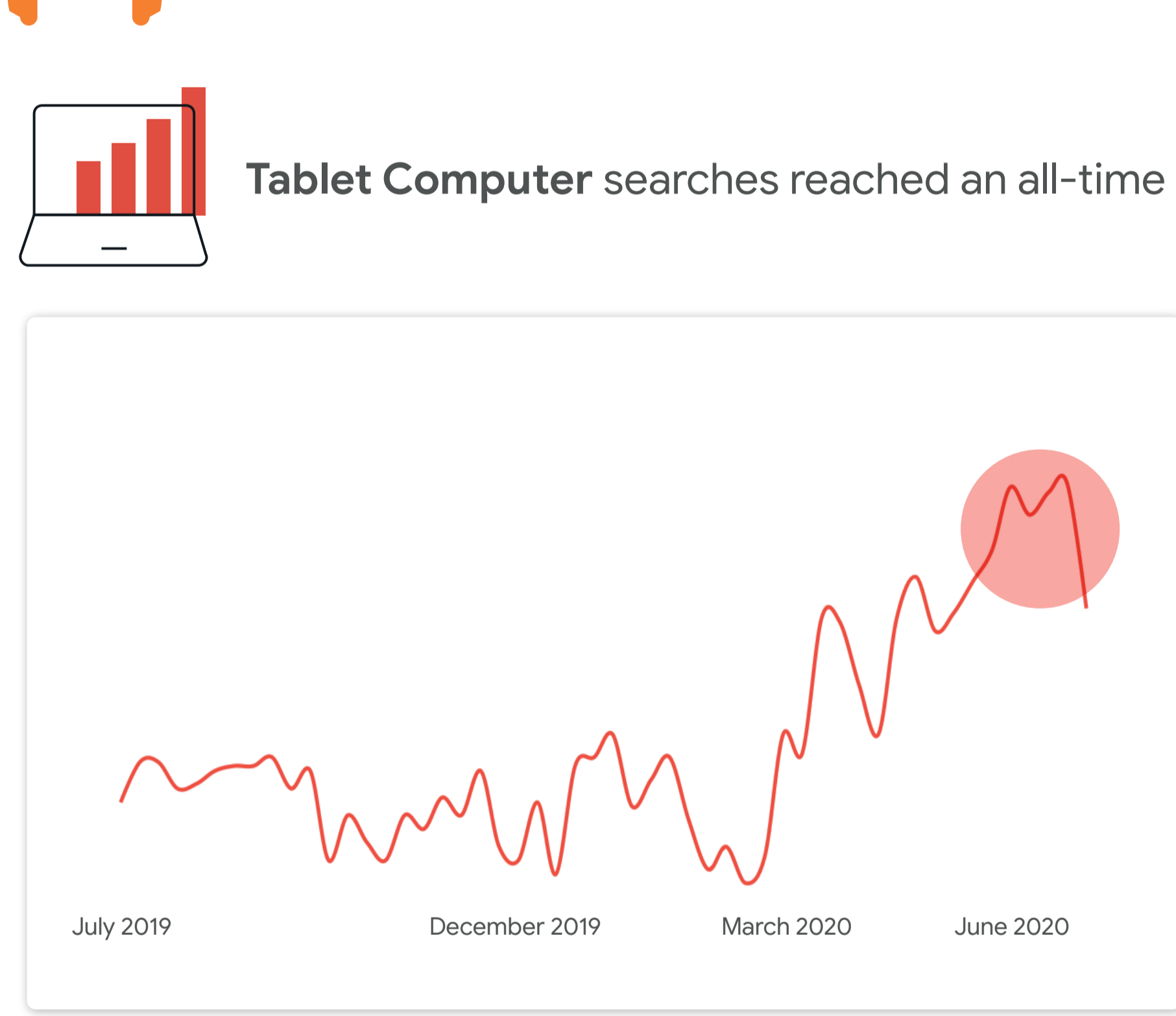
People are searching for **brands**



**Headphones** is the fastest growing subcategory, growing at **93%** YoY



**Tablet Computer** searches reached an all-time high in June

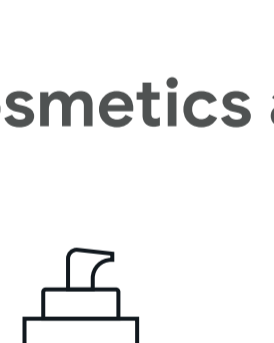


### Beauty & Personal care

Top growing subcategories are **Makeup & Cosmetics** and **Skin Care**



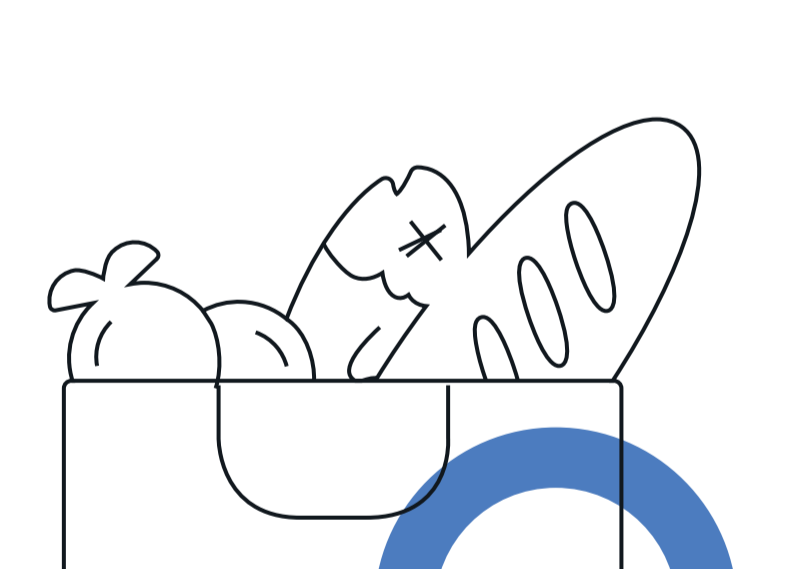
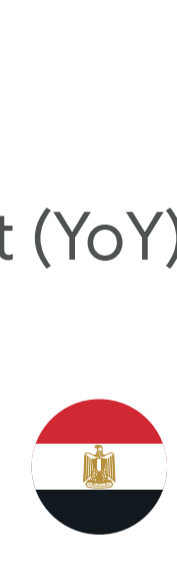
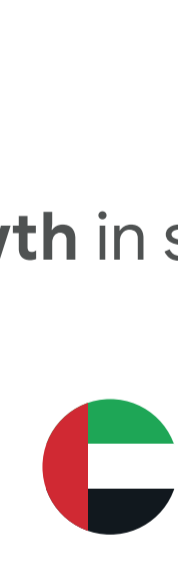
**Makeup** growing at **76%** YoY



**Skin care** growing at **53%** YoY

### Groceries

**Accelerated growth** in search interest (YoY)



Growth driven by **Food and Beverages**



**Food** growing at **57%** YoY

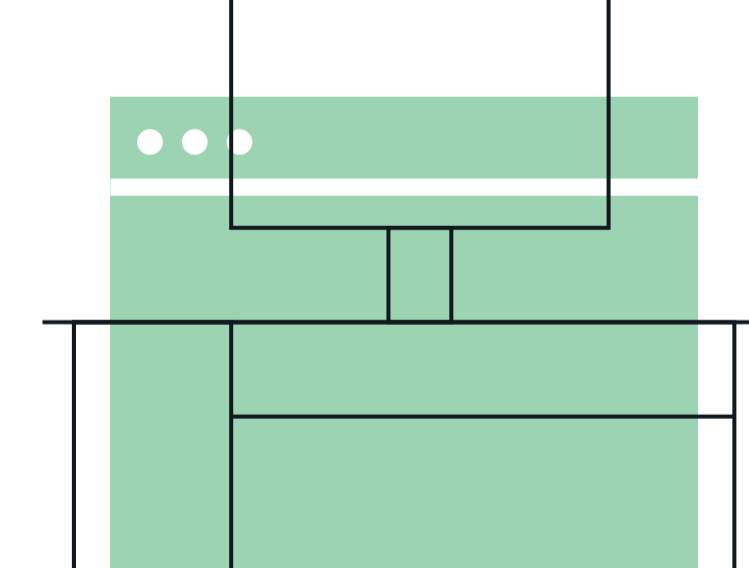


**Beverages** growing at **55%** YoY

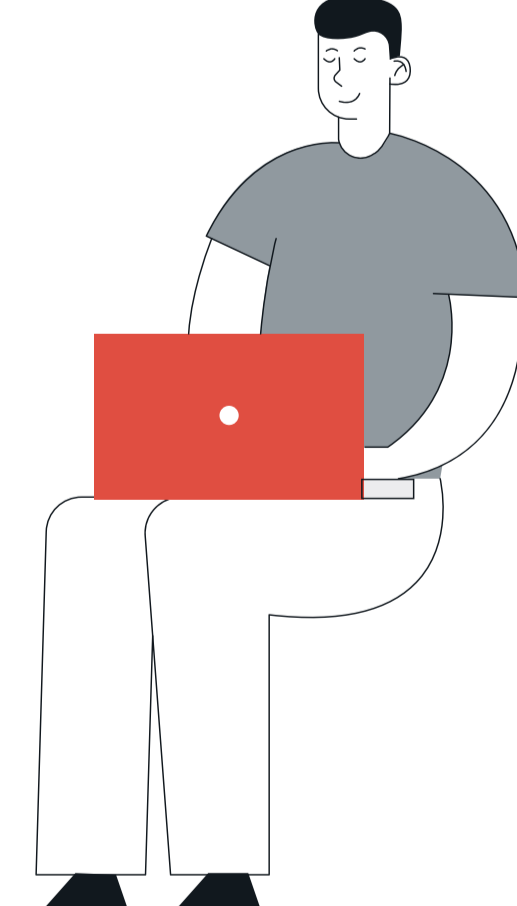
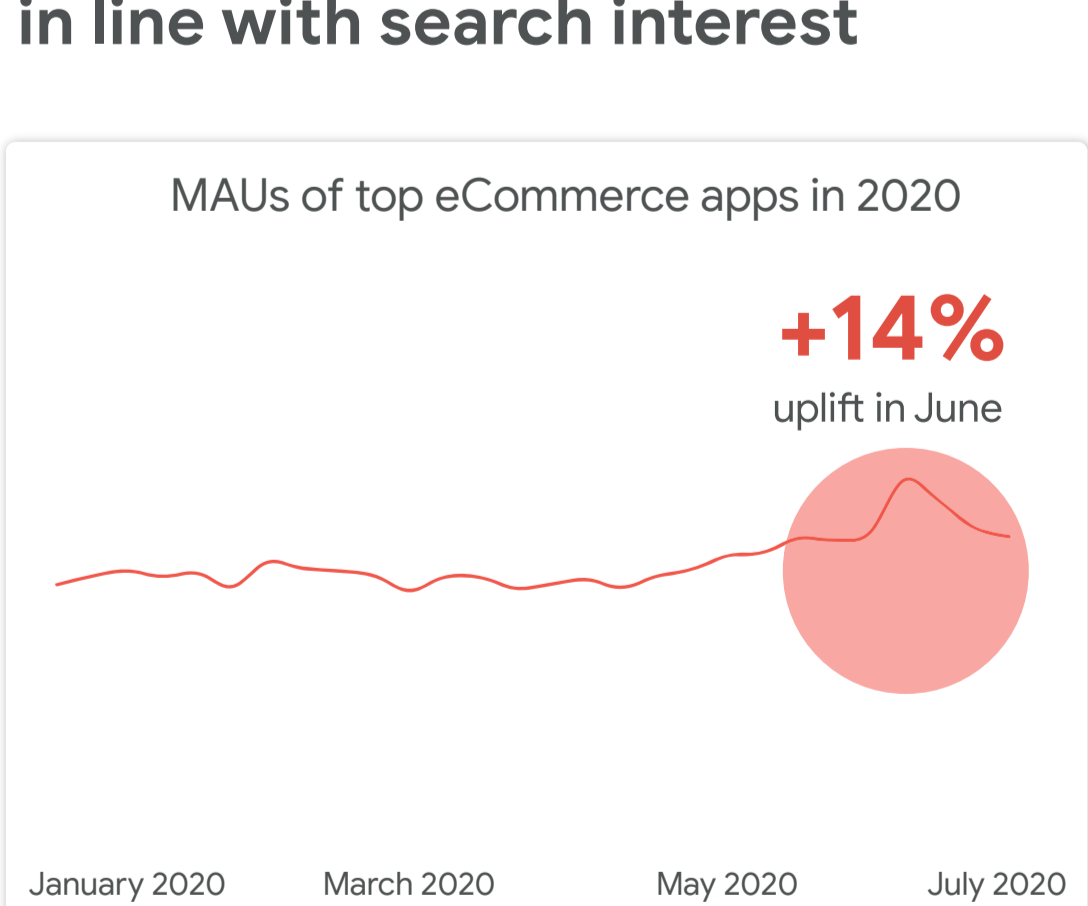
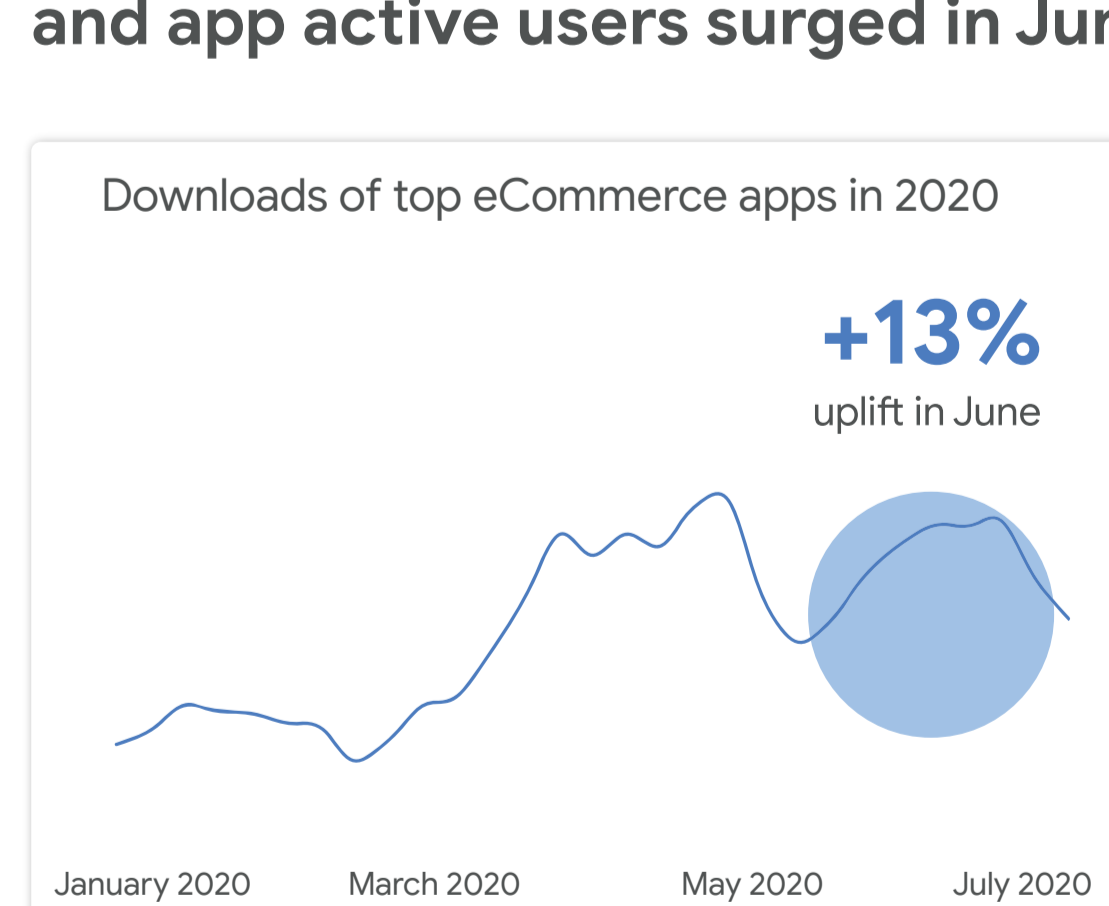
Searches for **office appliances** are 30% higher during BTS vs rest of the year

Especially now with more students doing distance learning

High growth in searches related to **office furniture** (YoY)



Furthermore, with users shifting more to online shopping, **Downloads and app active users surged in June, in line with search interest**



## Key Takeaways

**Beyond the typical:** During BTS season, research and purchase behavior online is not just limited to school supplies during this period. A campaign addressing the broader needs of the wider family would do well this season.



**Define your audience based on data:** Leverage tools such as Google Trends and Google Analytics to gather your own data and audience insights. Understanding deeper behavior needs will allow marketers to tailor more relevant and helpful campaigns to serve to the right consumer.

**The right message for the right person:** Through your campaign, reach out to shoppers at each stage of the funnel to attract users throughout their purchase journeys.

