Helping parents navigate remote and in-person learning this back-to-school season

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People are preparing for the school year once again with big decisions ahead, but before the year goes into full force they are looking for one last mini-vacation to say goodbye to summer.



August



For the first time, back-to-school is happening during the same time period across key markets



Year-on-year (YoY) for back-to-school retail related gueries

back-to-school



House for sale, House for rent, and Furniture

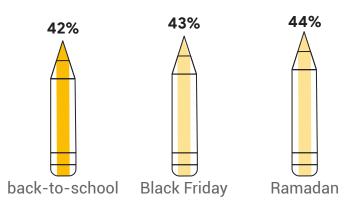


School Clothes and School **Uniform**



Beach, Staycation, and Swimsuit

back-to-school retail queries — Google Search¹⁹ (YoY growth in 2020, UAE, KSA, EG)



This moment is gaining momentum, becoming one of the top three Retail moments of the year.

How are people preparing for in-person back-to-school in MENA?





+79%

Parents are turning to videos to get inspired for back-to-school moment with searches for back-to-school on YouTube

How are people preparing for remote learning in MENA?



+28% Searches for

Stationery



+48% Searches for Laptop

Keeping children safe is still top of



+138%

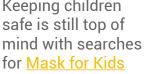


Searches for



+138% Searches for **Distance Education** terms







Searches for School bags

Searches for food for school and

School Lunch