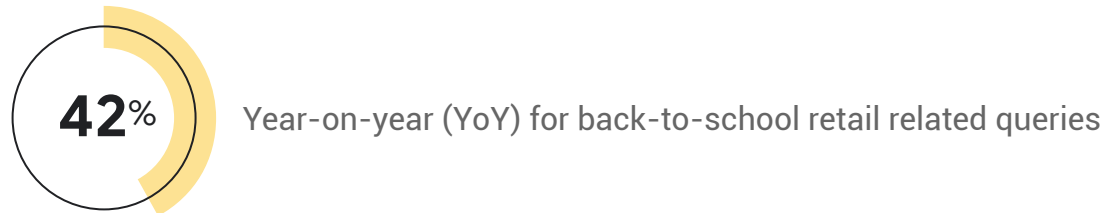
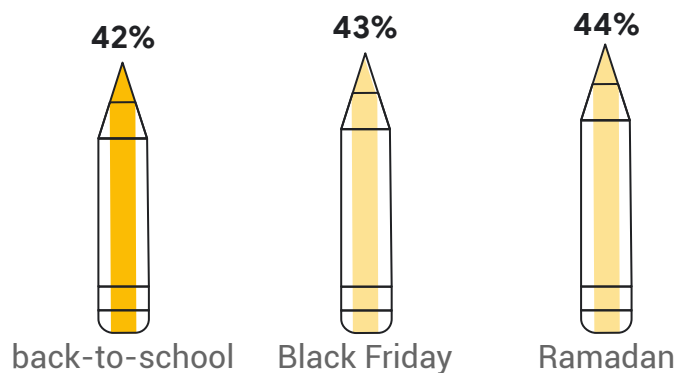


Helping parents navigate remote and in-person learning this back-to-school season

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.

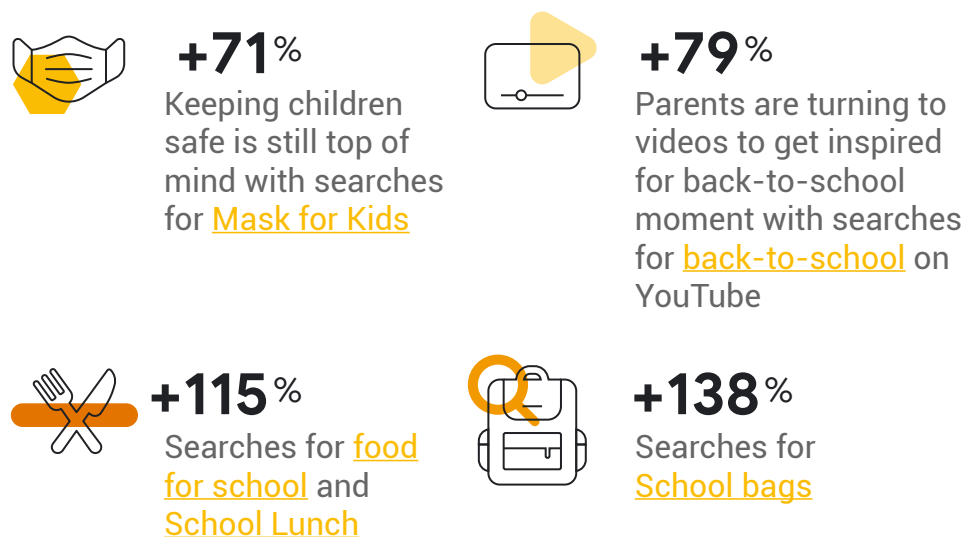


back-to-school retail queries — Google Search¹⁹
(YoY growth in 2020, UAE, KSA, EG)

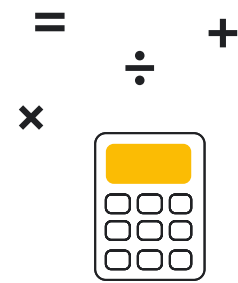
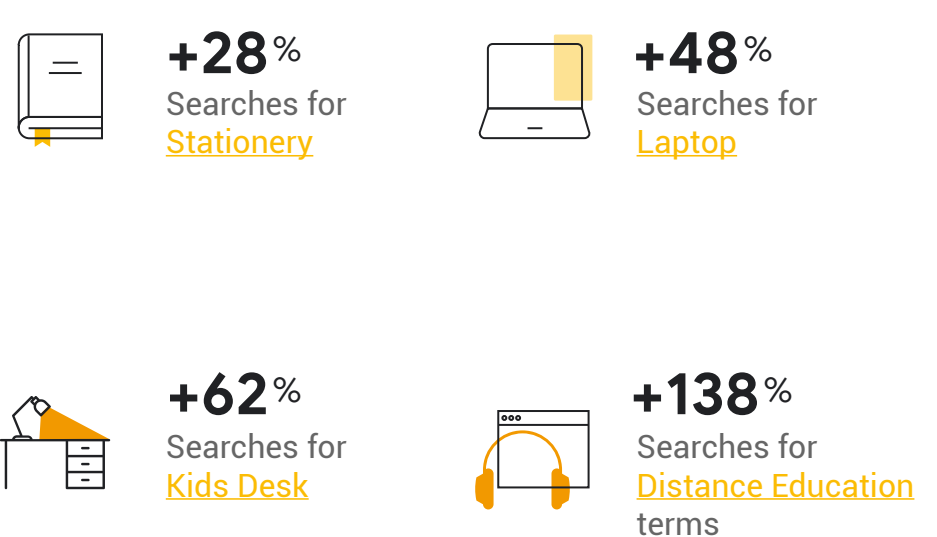


This moment is gaining momentum, becoming one of the **top three Retail** moments of the year.

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



How are people preparing for remote learning in MENA?



August

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



back-to-school



+31%

[House for sale](#), [House for rent](#), and [Furniture](#)



+35%

[School Clothes](#) and [School Uniform](#)



+100%

[Beach](#), [Staycation](#), and [Swimsuit](#)