To drive growth in these transformational times, it’s never been more important for retailers to plan ahead. Inflationary pressures might be squeezing businesses and consumers from all sides, but by keeping pace with people’s changing needs around key shopping moments, retailers will be better placed to capture changing demand.

From back-to-school to the post-Christmas sales, this infographic details the latest consumer trends, industry insights, and digital best practices to explain how this year’s seasonal shopping moments can work for you. Use it to help guide your approach, prioritize your next steps, and create a marketing strategy that meets your evolving business needs.

### Back-to-school

**Source list**


5. UCAS, Freshers Report, Student spends and trends, 2022.


**Types of retailers**

- Consumer electronics, health and wellness, and educational supplies

**Consumer insight**

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**Marketing tip**

- Adjust your offer to improve in-app spend or heating and cooling sales

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