

Back to School

Data & Insights

Retail

+160%

Increase in back to school searches for **"student laptop"**¹



4X

More seasonal searches related to **"school bags"**²



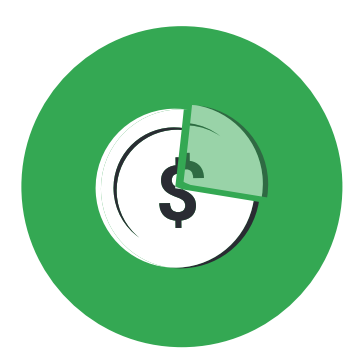
+75%

Rise in **"buy school supplies"** searches³



+120%

Increase searches around **"ordering student books"**⁴



75%

More searches for **"student discounts"**⁵

Finance



1.4x

Rise in seasonal searches related to **"private lending"**⁶ as students move away from home for the first time



+60%

Increase in searches for **"student loans"**⁷ as cash strapped university students look for financial support

Careers



+65%

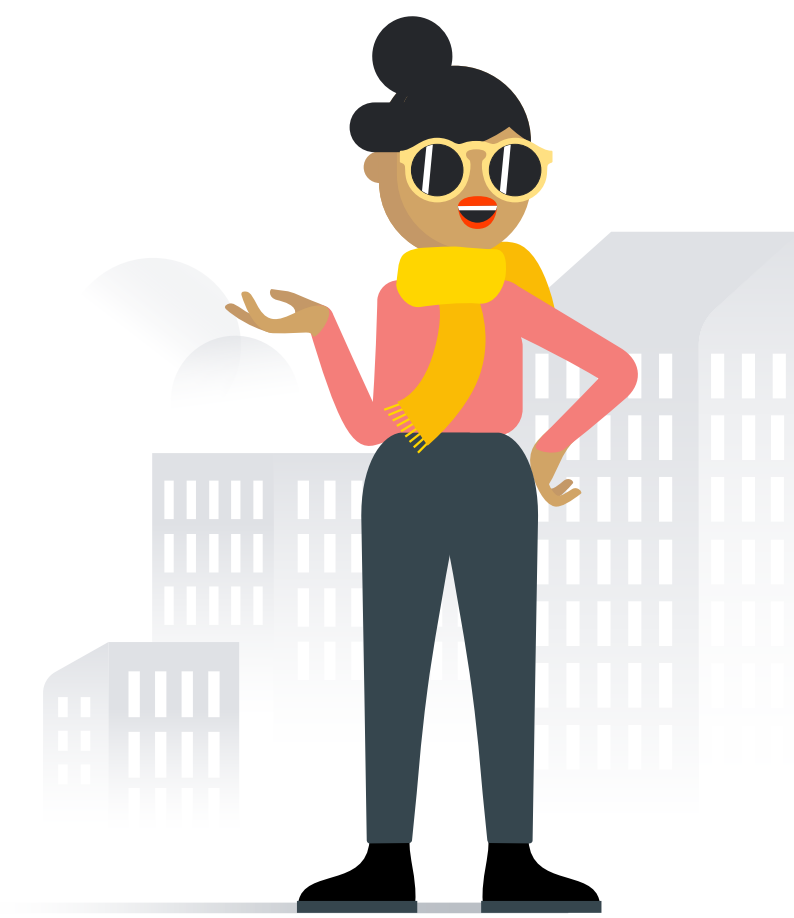
Increase in **"student jobs"**⁸, as responsible college students search for ways to self-finance



+55%

Rise in **"weekend work"** related searches⁹ as students look to take advantage of their spare time

Fashion



5X

More searches for **"winter fashion trends"**¹⁰. People are already prepping for the cool and trendy months ahead



68X

More seasonal searches for **"Autumn jackets"**¹¹. It's important to look good as the new term begins

Travel

+110%

Rise in searches for **"Autumn holiday"**¹². A surprising stat, after summer people are already planning getaways



Sources

- 1-5. NL Google Trends, Retail sector, July 15-Sep 15 compared to May 15-July 15. 419% increase in searches for "schooltassen voor meiden". 122% increase in searches for "studens boeken bestellen". 79% increase in searches for "schoolspullen kopen". 163% increase in searches for "studenten laptop advies". 75% increase in searches for "studenten korting laptop".
- 6-7. NL Google Trends, Finance sector, July 15-Sep 15 compared to May 15-July 15. 60% increase in searches for "particulier geld lenen". 48% increase in searches for "student loan".
- 8-9. NL Google Trends, Career sector, July 15-Sep 15 compared to May 15-July 15. 69% increase in searches for "student jobs". 60% increase in searches for "weekend werk".
- 10-11. NL Google Trends, Fashion sector, July 15-Sep 15 compared to May 15-July 15. 523% increase in searches for "fashion trends winter". 6871% increase in searches for "herfst jassen".
12. NL Google Trends, Travel sector, July 15-Sep 15 compared to May 15-July 15. 112% increase in searches for "herfstvakantie".