

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



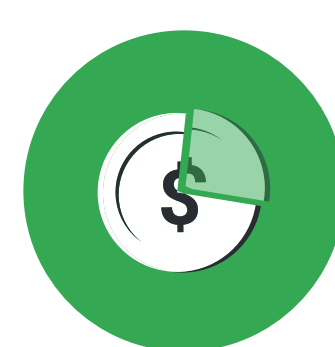
+75%

Rise in "buy school supplies" searches³



+120%

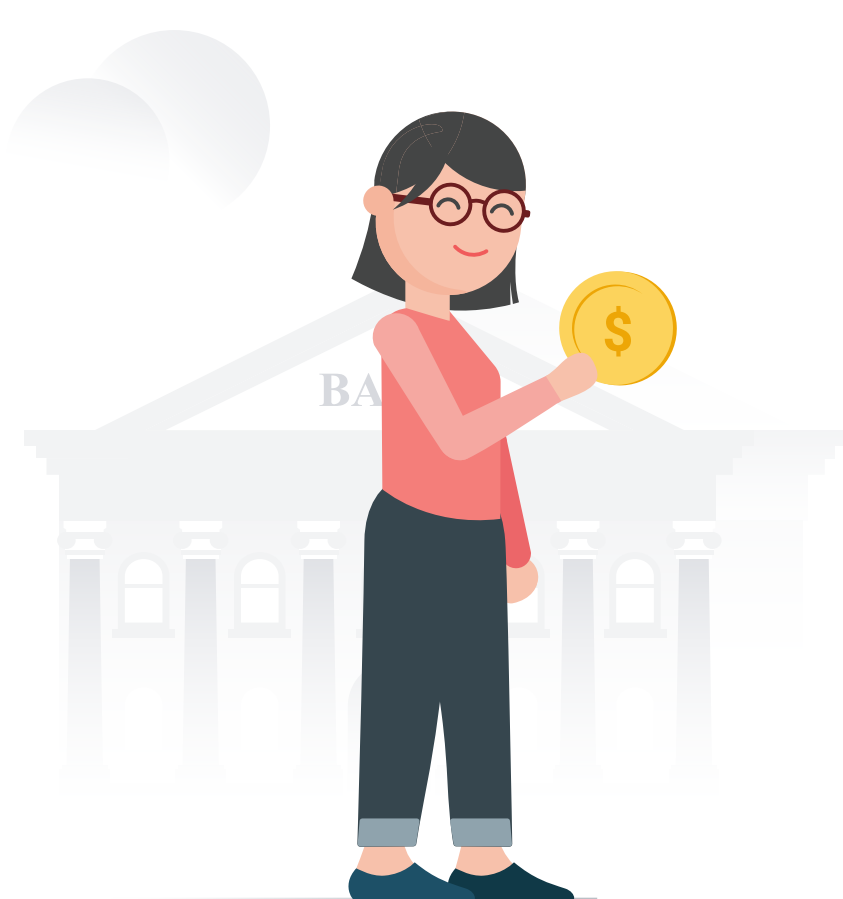
Increase searches around "ordering student books"⁴



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%

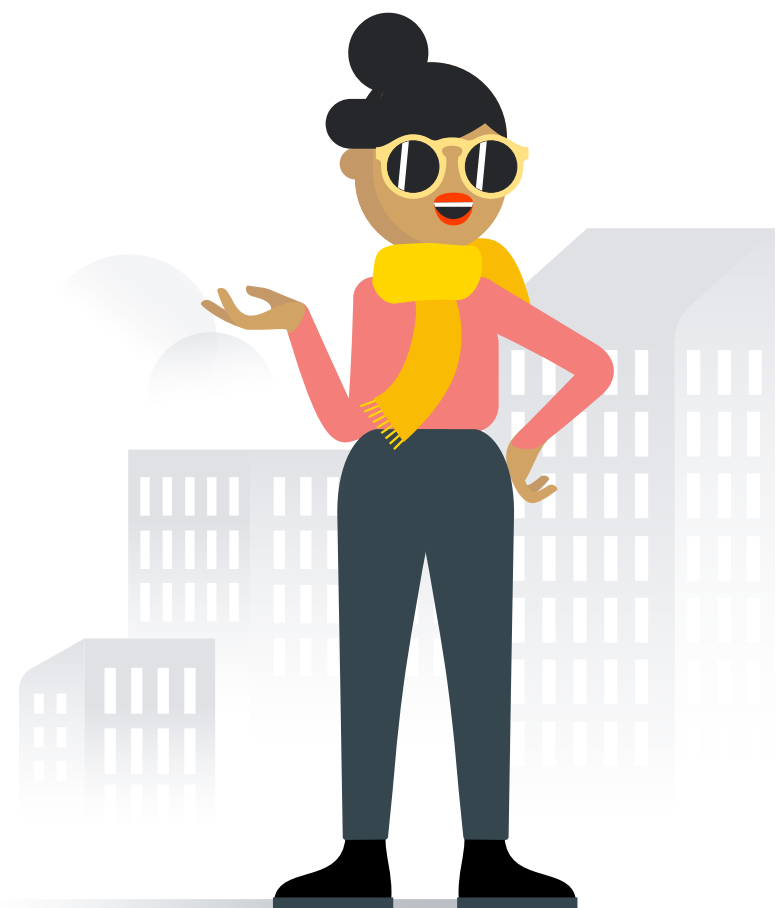
Increase in "student jobs"⁸, as responsible college students search for ways to self-finance



+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". 122% increase in searches for "boeken bestellen". 79% increase in searches for "schoolspullen kopen". 163% increase in searches for "studenten laptop". 75% increase in searches for "studenten korting".
- 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 "studenten lening".
- 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 "winter trends". 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".