2024 Deloitte back-to-school survey
Value moves to the top of the class
Table of contents

2 Authors

4 Executive summary

5 Executive perspectives

6 Cheat sheet

7 Survey findings
In our 17th annual back-to-school (BTS) survey, families are caught in a balancing act as they prepare to embark on their second-largest spending expenditure of the year. Respondents are weighing the need to check necessities off school lists against splurging on the novelty items their children want. They’re balancing the need for low prices with their desire for convenience. And they’re juggling a cost-of-living squeeze while wanting to prioritize repadding their savings and enrolling their children in extracurricular activities.

In short, it’s an exhausting time for parents and an opportunity for retailers to take some of the friction out of the occasion, especially as $31.3 billion in potential sales (flat YoY) are up for grabs.

So, what behaviors should retailers pay attention to as the season begins? In our survey findings, consumers made it loud and clear that value is at the top of their minds. They’re looking to shop earlier in the season to find the best deals, especially around the mid-July promotional events. The more money they can save early on, the more wiggle room they could have for a few indulgences, as 85% of those surveyed said they could be influenced to splurge on their children, while 50% planned to purchase something for themselves.

To help capture these incremental dollars during an event focused on economizing, retailers should consider leaning on their loyalty levers. Shoring up loyalty programs and creating consistent in-store and online experiences will likely be crucial for retailers to build trust and encourage loyal behavior.

There will likely be other opportunities for retailers as well. After the hottest year on record, sustainability and circularity are growing in popularity, with four in 10 parents (across income groups) expected to purchase a used or refurbished item this season. Retailers that can expand circular assortments and messages around the benefits of buying through a trusted source may be able to hedge against the growing popularity of peer-to-peer marketplaces.

And finally, consumers say they want value, but 70% surveyed said convenience is the No. 1 driver of where they will spend the most. It seems retailers are also expected to be caught in the balancing act of how far to roll out the red carpet.

Sources: (1) National Retail Federation; (2) National Oceanic and Atmospheric Administration, “2023 was the world’s warmest year on record, by far,” January 12, 2024.
Executive perspectives

Parents weigh prices and priorities
As families continue to navigate a cost-of-living squeeze, they’re having to prioritize where their incremental dollars go. With a focus on repadding their savings and investing in extracurricular activities, respondents are taking a cautious approach to back-to-school spending. They plan to spend an average of $586 per child, similar to last year.

Value tops loyalty
Consumers surveyed are prioritizing value over loyalty, by shopping earlier to find the best deals (66% of the budget is expected to be spent by the end of July versus 59% in 2023), shifting to private label (50% versus 36% in 2023), and shopping at more retail formats to find the best deals (4.7 versus 3.9 in 2023).

Splurging for the right reasons
Despite parents focusing on necessities, 85% of respondents said they could be influenced to splurge on a must-have item or brand to make the start of school exciting or help boost their child’s self-esteem. In addition, 50% said they plan to purchase something for themselves, offering retailers opportunities to secure add-on sales.
Parents surveyed plan to spend $586 per child on BTS items this season (down just $11 from 2023).

The overall BTS market spend holds relatively steady at $31.3 billion, versus $31.9 billion in 2023. Clothing and school supplies are flat YoY, while tech takes a backseat (-11% YoY).

Low-income (-4% YoY) and middle-income (-9% YoY) parents pull back spending as they struggle with finances and are concerned about economic conditions. High-income parents expect to spend more (+5% YoY) as prices for BTS items rise.

If budgets become too tight and costs must be cut, parents will cut back on school supplies (40%) and clothing (28%).

86% have enrolled their children in extracurricular activities and plan to spend $582 (including fees and equipment).

85% would splurge on their child’s must-have BTS product, and 50% would shop for themselves while shopping for their children.

In 2024, 66% of planned spending is expected to occur by the end of July, up from 59% in 2023. 59% of respondents say the best deals occur early in the season.

48% plan to shop during the Amazon Prime Day sales for BTS products, up from 39% in 2023.

Parents plan to shop across 4.7 retail formats on average, up from 3.9 in 2023.

When deciding where to spend the most, 70% of respondents are looking for retailers in convenient locations, offering convenient delivery options and hassle-free returns.

Mass merchants (77%) and online retailers (65%) are top destinations for those surveyed, appealing in price and convenience.

70% are multichannel shoppers (versus 66% in 2023), accounting for 80% of the total spend this season (versus 73% in 2023). 33% of online shoppers plan to utilize the buy online pick up in-store (BOPIS) option, up from 21% in 2023.

33% of BTS shoppers surveyed plan to use social media (versus 21% in 2023), and 12% plan to use it to purchase while shopping for BTS products (versus 6% in 2023).

18% plan to use generative AI for BTS shopping, and 23% say children are using it in their schoolwork, up from 15% in 2023.

Gen AI can help enhance the shopping experience by providing product reviews, helping to economize and saving time. 76% find product reviews helpful, 62% use AI to economize, and 35% use it to save time.

35% of respondents say gen AI is a positive tool for academic performance and overall learning experiences.

43% buy pre-owned products when available, up from 40% in 2023; 74% don’t feel guilty about sending their children to school with pre-owned items.

Circular BTS shoppers surveyed spend only 7% less than others.
Spending trends
BTS spending is likely to remain unchanged from last year ...

Clothing and school supplies account for the lion’s share of planned BTS market spending

<table>
<thead>
<tr>
<th>Average BTS spend per child</th>
<th>Share of total spend on BTS, by category</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$586</strong></td>
<td>Clothing and accessories <strong>$12.6B</strong></td>
</tr>
<tr>
<td>versus $597 in 2023</td>
<td>flat YoY versus $12.7B in 2023</td>
</tr>
<tr>
<td>flat YoY, +11% since 2020</td>
<td>+22% YoY versus $2.2B in 2023</td>
</tr>
</tbody>
</table>

CPI, percentage change (April 2020–2024)

<table>
<thead>
<tr>
<th>Category</th>
<th>Boys’ apparel</th>
<th>Girls’ apparel</th>
<th>Boys’ and girls’ footwear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stationery/stationery supplies/gift wrap</td>
<td>+24.5%</td>
<td>+15.7%</td>
<td>+12.9%</td>
</tr>
<tr>
<td>School supplies</td>
<td>+24.5%</td>
<td>+15.7%</td>
<td>+12.9%</td>
</tr>
<tr>
<td>Tech products</td>
<td>-11% YoY</td>
<td>+9.3%</td>
<td>+9.3%</td>
</tr>
<tr>
<td>CPI</td>
<td>+22% YoY</td>
<td>+15.7%</td>
<td>+12.9%</td>
</tr>
</tbody>
</table>

Estimated market spend flat YoY versus $31.9B in 2023

- **$7.4B** School supplies (flat YoY versus $7.3B in 2023)
- **$12.6B** Clothing and accessories (flat YoY versus $12.7B in 2023)
- **$8.6B** Tech products (flat YoY versus $9.76B in 2023)

Sources: (1) Deloitte calculations on BTS spend based on annual consumer survey projections (N = 1,198); (2) Deloitte calculations on BTS spend based on annual consumer survey projections (N = 1,198) and the latest available K-12 enrollment figures from the US Census Bureau’s Current Population Survey (CPS); (3) “Preconfigured school kits” were added to school supplies in 2023; (4) Tech products include computers and hardware, electronic gadgets, and digital subscriptions; (5) Other includes personal hygiene items like sanitizers, face masks, and furniture for home (desks, chairs, etc.); (6) Consumer Price Index, Bureau of Labor Statistics.

Copyright © 2024 Deloitte Development LLC. All rights reserved. 2024 Deloitte back-to-school survey.
... however, low- and middle-income parents are having to strategize

They are planning to spend less YoY and are cutting back on other expenses to budget for BTS

![Average BTS spend per child, by household income](chart)

Many families surveyed are strategizing to budget for BTS spending ...

<table>
<thead>
<tr>
<th>Cut back on other expenses*</th>
<th>Low income</th>
<th>Middle income</th>
<th>High income</th>
</tr>
</thead>
<tbody>
<tr>
<td>64%</td>
<td>57%</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Delay major household purchases</th>
<th>Low income</th>
<th>Middle income</th>
<th>High income</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>45%</td>
<td>35%</td>
<td></td>
</tr>
</tbody>
</table>

The top reason for spending less/more YoY

<table>
<thead>
<tr>
<th>Reason</th>
<th>Low income</th>
<th>Middle income</th>
<th>High income</th>
</tr>
</thead>
<tbody>
<tr>
<td>47% have less money to spend</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44% are concerned about the economy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>67% say prices are higher than last year</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: *Other expenses include eating out, entertainment, etc.

Questions: (1) How much do you plan to spend during this BTS shopping season (June to September)? (N = 1,198); (2) % agree/strongly agree (N = 1,198 overall, 346 low-income, 335 middle-income, and 516 high-income parents); the income groups are based on self-identification by surveyed respondents; (3) Why do you plan to spend less/more on BTS? (N = 99 low-income, 101 middle-income, and 91 high-income parents).

Copyright © 2024 Deloitte Development LLC. All rights reserved. 2024 Deloitte back-to-school survey.
The cautious spending comes as consumers navigate higher expenses

73% are concerned about rising prices for everyday purchases

Inflation perceptions persist as consumers face a cost-of-living squeeze

Cost-of-living squeeze

Consumers are allotting higher budgets for non-discretionary expenses ...

<table>
<thead>
<tr>
<th>Expense</th>
<th>YoY Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household goods</td>
<td>+13%</td>
</tr>
<tr>
<td>Health care</td>
<td>+12%</td>
</tr>
<tr>
<td>Groceries</td>
<td>+7%</td>
</tr>
<tr>
<td>Child care</td>
<td>+3%</td>
</tr>
</tbody>
</table>

... while any incremental dollars are being budgeted toward savings

+8% YoY savings

Source: Deloitte ConsumerSignals, May 2024.
Price takes precedence over loyalty

But if push comes to shove, parents expect to cut back on school supplies first

Parents will economize and make trade-offs\(^1\)

<table>
<thead>
<tr>
<th>Frugal behavior</th>
<th>62% will aim to shop within a fixed budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low loyalty</td>
<td>67% will shift brands if the preferred brand is expensive</td>
</tr>
<tr>
<td></td>
<td>62% will shop at affordable retailers over preferred ones</td>
</tr>
<tr>
<td></td>
<td>50% will shop for private labels over name brands</td>
</tr>
</tbody>
</table>

If the budget becomes too constrained, parents will cut back on\(^2\)...

<table>
<thead>
<tr>
<th></th>
<th>School supplies</th>
<th>Clothing and accessories</th>
<th>Tech products</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>28%</td>
<td>15%</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

Consider shoring up loyalty programs and offering incentives to keep consumers shopping all season long as loyal BTS shoppers spend 35% more.\(^4\)

50% of retail executives surveyed say that consumers will value lower prices over loyalty.\(^3\)

Sources: (1) % agree/strongly agree (N = 1,198); (2) I will not buy/buy less of this item ... (N = 1,198); (3) 2024 Deloitte retail outlook executive survey; (4) Deloitte calculations based on annual consumer survey projections.
Parents are having to prioritize, and extracurricular activities make the cut

8 in 10 survey respondents plan to enroll their children in extracurricular activities¹

By household income:
- 71% Less than $50k
- 87% $50k to $99k
- 95% $100k+

In addition to shelling out for supplies, respondents are planning to spend a sizeable portion on extracurricular activities

<table>
<thead>
<tr>
<th></th>
<th>Average Annual Spend per Child on Extracurricular Activities¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>By household income:</td>
<td></td>
</tr>
<tr>
<td>$326</td>
<td>Less than $50k</td>
</tr>
<tr>
<td>$491</td>
<td>$50k to $99k</td>
</tr>
<tr>
<td>$765</td>
<td>$100k+</td>
</tr>
</tbody>
</table>

Why are extracurricular activities important?²
- 73% They are an investment for children’s future
- 58% They are positive for children’s mental health
- 56% They keep children busy while parents are at work

Consider ways to take advantage of parents willing to go beyond school necessities as they stock up on supplies and gear for extracurricular activities.

Sources: (1) Extracurricular activities (e.g., dance, art, sports, etc.) including sign-up fees and equipment (N = 1,198); (2) % agree/strongly agree (N = 1,028).
Budget constraints are not holding parents back from splurging for the right reasons

85% of respondents can be influenced by their children to splurge on their must-have BTS brands/products,1 similar across all income groups.

61% say their children's preferences generally influence them to spend more2

After purchasing the necessities, parents are often swayed by emotional drivers to purchase a must-have item

Why would parents splurge on must-have brands/products?3

- To make the BTS transition more exciting: 23%
- To boost child's confidence: 18%
- Personal satisfaction from being able to fulfill child's wishes: 15%
- To encourage child's self-expression: 14%
- To reward child for past achievement: 13%

Top three sources of discovery for must-have BTS brands/products:4

- 33% Friends/family
- 27% Retail stores/websites/apps
- 17% Social media

Consider engaging children in the shopping journey, as many parents are often influenced by their children to spend more. By creating a fun and memorable shopping experience for children, retailers could increase their appeal to parents and encourage impulse purchases.

Questions: (1) Can your child/children influence you to splurge on this product? (N = 1,198); (2) % agree/strongly agree (N = 1,198); (3) Which of the following best describes why you would consider splurging on this product? (N = 1,020); (4) Where did your child discover this product? (N = 1,198).

Copyright © 2024 Deloitte Development LLC. All rights reserved. 2024 Deloitte back-to-school survey.
Parents can be enticed to shop for themselves too

Parents who self-gift while BTS shopping are likely to spend 40% more than those who don’t shop for themselves

Parents in higher-income households are more likely to shop for themselves

By household income:
- 39% Less than $50k
- 52% $50k to $99k
- 56% $100k+

By generation:
- 55% Millennials
- 46% Gen X
- 37% Baby boomers

Parents who plan to shop at apparel stores for BTS items are more likely to shop for themselves too.

Sources: (1) % agree/strongly agree (N = 1,198); *millennials (28–43 years), Gen X (44–59 years), baby boomers (60–81 years).
Shopping journey
Parents have been trained to expect early discounts ...

59% of respondents believe best deals occur earlier in the season versus 41% who believe they occur later in the season¹

Consider messaging and promoting early on digital channels, as early shoppers spend 1.5x more than late shoppers and frequent digital formats more often.*

As major online retailers discount mid-July and others react, the shopping season continues to be pulled forward, with the majority of shopping expected to occur before the end of July

Questions: (1) When do you expect to find the best back-to-school deals? (N = 1,198); (2) Do you plan to shop for back-to-school items on Amazon’s Prime Day sales event in July 2024? (N = 1,198).

Source: *Deloitte calculations based on annual consumer survey projections.

In 2024, 66% of planned spend will occur by the end of July, up from 59% in 2023

Copyright © 2024 Deloitte Development LLC. All rights reserved. 2024 Deloitte back-to-school survey.
Consumers plan to spend the most at:

- **40%** Mass merchant retailers
- **21%** Online retailers
- **7%** Department stores
- **7%** Specialty clothing retailers
- **5%** Off-price retailers
- **3%** Home electronics retailers
- **3%** Supermarkets

**7 in 10** look for **convenience**—the top driver for where people spend the most

Mass merchants and online retailers are top destinations for respondents, appealing in price and convenience

<table>
<thead>
<tr>
<th>Preferred retail formats for BTS shopping¹</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass merchant retailers</td>
<td>77%</td>
</tr>
<tr>
<td>Online retailers</td>
<td>65%</td>
</tr>
<tr>
<td>Department stores</td>
<td>39%</td>
</tr>
<tr>
<td>Off-price retailers</td>
<td>39%</td>
</tr>
<tr>
<td>Dollar stores</td>
<td>34%</td>
</tr>
<tr>
<td>Specialty clothing retailers</td>
<td>31%</td>
</tr>
<tr>
<td>Warehouse membership clubs</td>
<td>30%</td>
</tr>
<tr>
<td>Office supply/technology retailers</td>
<td>27%</td>
</tr>
<tr>
<td>Supermarkets</td>
<td>20%</td>
</tr>
<tr>
<td>Retailers that sell used or refurbished items</td>
<td>20%</td>
</tr>
<tr>
<td>Home electronics retailers</td>
<td>18%</td>
</tr>
<tr>
<td>Fast fashion apparel retailers</td>
<td>18%</td>
</tr>
<tr>
<td>Bookstores</td>
<td>15%</td>
</tr>
<tr>
<td>Ultra-fast fashion retailers*</td>
<td>15%</td>
</tr>
<tr>
<td>Peer-to-peer selling platforms*</td>
<td>11%</td>
</tr>
</tbody>
</table>

Note: *Convenience includes convenient location, easy returns, and convenient delivery options.

Questions: (1) Which type of retailer(s) do you plan to visit for your back-to-school shopping? (N = 1,198); (2) At which type of retailer do you anticipate spending the most money this back-to-school shopping season? (N=1,198).

**4.7** average retail formats visited versus 3.9 in 2023

Highlighting value early on will likely be important, but retailers should also consider messaging how they plan to make the shopping journey easy.
Retailers with multichannel presence are likely to win

70% of respondents plan to shop both in-store and online, versus 66% in 2023.

They account for 80% of the total spend on BTS products, versus 73% in 2023.

Retailers should look to provide consistent omni-channel services as parents note a disconnect between online and in-store experiences.

Create consistency across channels, as three in four customers are more loyal to retailers that provide uniform experiences. Learn from competencies in other channels to strengthen the overall appeal.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>In-store</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product quality</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Responsive customer service</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>Hassle-free returns</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>Fair prices</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Product availability</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Inspiration</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>Product variety</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>Timesaving</td>
<td>26%</td>
<td>74%</td>
</tr>
</tbody>
</table>

The channel where shoppers can best experience these benefits:

- **Product quality**: 70% in-store, 30% online
- **Responsive customer service**: 66% in-store, 34% online
- **Hassle-free returns**: 63% in-store, 37% online
- **Enjoyment**: 61% in-store, 39% online
- **Fair prices**: 40% in-store, 60% online
- **Product availability**: 38% in-store, 62% online
- **Inspiration**: 36% in-store, 64% online
- **Product variety**: 32% in-store, 68% online
- **Timesaving**: 26% in-store, 74% online

Questions: (1) When shopping for back-to-school items, where are you most likely to find the following benefits? (N = 1,198); (2) What percentage of your budget do you expect to purchase online or in-store? (N = 1,198); (3) Are you likely to use BOPIS during the upcoming BTS season? (N = 765); (4) Merkle, 2022 loyalty barometer report, 2022.

33% of online shoppers will use BOPIS, versus 21% in 2023.
Social commerce penetration rises among parents surveyed

1 in 3

of BTS shoppers are social media users,¹
+8 percentage points YoY

1 in 8 plan to make a purchase on
social media,²
+6 percentage points YoY

By generation:

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Gen X</td>
<td>4%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Questions: (1) Do you plan to use social media sites to assist in your back-to-school shopping? (N = 1.198); (2) Regarding your back-to-school shopping, how do you plan to use social media sites? (N = 393); (3) How do you plan to use social media sites? (N = 393).

Source: *Deloitte calculations based on annual consumer survey projections.

Social media and the exposure to influencers tend to bring out hedonic behavior while also diminishing the importance of brands

Characteristics of social media shoppers³

| Splurge on kids | 95% can be influenced to splurge on their children, versus 81% others |
| Shop for self   | 68% plan to buy something for themselves, versus 41% others |
| Less focused on brand name | 59% are likely to buy private labels over name brands, versus 46% others |

How are shoppers using social media?

Inspiration
78% plan to use it to browse products and read reviews/recommendations

Find deals
62% plan to use it to find a coupon code or learn about ongoing retail sales/promotions

Two in three social media users follow their preferred retailers on their social media channels.
Consumer preferences
Use of gen AI for BTS shopping is in its nascent stage

18% of respondents plan to use gen AI for BTS shopping¹

How does gen AI enhance the shopping experience?
- 76% Product reviews
- 62% Economize
- 35% Save time

But its use in schoolwork is picking up

23% say children are using gen AI in their schoolwork,² versus 15% in 2023

By school grade:

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Millennials</th>
<th>Gen X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grammar school</td>
<td>35%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Middle school</td>
<td>17%</td>
<td>32%</td>
<td>33%</td>
</tr>
<tr>
<td>High school</td>
<td>15%</td>
<td>30%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Parents surveyed say gen AI is a positive tool for academic performance and overall learning experiences

Questions: (1) Do you plan to use generative AI for your back-to-school shopping? (N = 1,198); (2) How would you answer the following when it comes to using generative AI tools in schools? (N = 1,141).

Copyright © 2024 Deloitte Development LLC. All rights reserved. 2024 Deloitte back-to-school survey.
**Circularity comes to the forefront as families look to purchase used items**

43% buy pre-owned products when available,1 versus 40% in 2023

By category:
- 28% Tech products
- 28% Apparel

Circular BTS shoppers spend only 7% less than others

With growing interest in value and sustainability, purchases in circularity programs grow

Parents buy pre-owned products when available, by household income1

<table>
<thead>
<tr>
<th>Income Level</th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50k</td>
<td>47%</td>
<td>45%</td>
</tr>
<tr>
<td>$50k to $99k</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>$100k+</td>
<td>36%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Respondents don’t feel guilty about sending their children to school with pre-owned items1

- 74%

Question: (1) Which of the following statements do you agree with for your back-to-school shopping? (N = 1,198)

- The used apparel market is estimated to grow 11% annually, yet only two in 10 used apparel items are sold through retailers, creating an opportunity to expand used assortments and messaging about purchasing from a trustworthy source.

---

About the survey

Survey timing
May 22 to May 30, 2024

Sample
The survey polled a sample of 1,198 parents of school-aged children, with respondents having at least one child attending school in grades K to 12 this fall. The survey has a margin of error of plus or minus three percentage points for the entire sample.

Methodology
The survey was conducted online using an independent research panel.

Thank you
The authors would like to thank Brooke Furman, David Levin, Srinivasarao Oguri, Rithu Mariam Thomas, Negina Rood, Kianna Sanchez, and Michele Stoffel for their contributions to this survey.

Consumer Industry Center Retail team

Lupine Skelly
Research leader

Ram Sangadi
Associate vice president

Kusum Rimalani
Senior analyst

Sangharsh Shinde
Analyst
Deloitte Consumer Industry Center

The Deloitte Consumer Industry Center provides premiere insights based on primary research on the most prevalent issues facing the consumer industry to help our clients run effectively and achieve superior business results. The center is your trusted source for information on leading trends and research that connect insights, issues, and solutions for Deloitte’s four consumer sectors: automotive; consumer products; retail, wholesale, and distribution; and transportation, hospitality, and services.

About the Deloitte Retail practice

The retail industry is transforming at lightning speed, and retailers are being forced to find ways to grow profitably while also meeting rising consumer expectations. Today’s customers don’t just expect the retail industry to operate efficiently, but empathetically too. They are buying into better and are demanding that brands share their values around purpose, inclusion, trust, transparency, and innovation.

Leaders in this rapidly shifting industry should have better insight, better innovation, and a better connection to their customers. That’s why they turn to Deloitte. Driven by a relentless pursuit of innovation and the pulse of the consumer, Deloitte helps many of the world’s leading brands in the retail sector align with their customers’ values, create lasting competitive advantages, build enduring customer relationships, and shape the future of the industry. www.deloitte.com/us/retail

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

This presentation contains general information only and Deloitte is not, by means of this presentation, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This presentation is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor.

Deloitte shall not be responsible for any loss sustained by any person who relies on this presentation.

Copyright © 2023 Deloitte Development LLC. All rights reserved.