

## Back to School Shopping Getting More Expensive This Year

*Stress levels and spending may be increasing, but shoppers can still score savings on the teacher's top picks*

AUSTIN, Texas, Aug. 8, 2019 /PRNewswire/ -- Back-to-school shopping is in full swing and parents are already scouring online and in-store for this year's classroom wish list. According to a recent RetailMeNot survey, parents plan to spend a whopping \$507 shopping for the upcoming school year, which is up \$40 from last year. The survey also shows that stress levels and expected spend have increased, but don't fret – there are still many ways to save on this year's list of supplies.



Shopping and trends expert for RetailMeNot, [Sara Skirboll](#), has some advice, "This shopping season can be hectic for most parents, but it doesn't have to be. According to our research, 63% of parents started their back-to-school efforts in July or earlier, but it's not too late to score some savings. If you're starting to shop for back-to-school essentials now, don't worry, there are still deals to be had. Don't just look for sales, take advantage of cash back savings, as well. It's a great way to save even if there isn't a sale!"

For the full post on shopping trends and behaviors this back-to-school shopping season, check the RetailMeNot blog, [The Real Deal](#).

### The High Cost of Learning Compared to Last Year:

On top of the school supply wish list, shoppers plan on spending:

- \$212 on clothes - up from \$189 in 2018
- \$209 on electronics - up from \$186 in 2018
- \$104 on shoes - up from \$95 in 2018 Shoes

### Stress Levels on the Rise

- 48% of parents are saying they are stressed this year, versus 40% in 2018.
- 54% of those feeling the stress are Mom's, with 41% of Dad's feeling the pressure, as well.
- 71% of shoppers claim that they will wait to find a deal before making any purchases this back-to-school shopping season.
- 67% of these shoppers also claim they look for more savings during the back-to-school shopping period than other times of the year.

### Make it Easy

Tackling the teacher's wish list can quickly add up, especially if you are shopping for more than one student, shoppers can still save up to 70% this year. Check out all of the [back to school sales and deals](#) and find savings at retailers like [Macy's](#), [Best Buy](#), [American Eagle Outfitters](#) and more.

### About RetailMeNot, Inc.

RetailMeNot, Inc. is a leading savings destination bringing people and the things they love together through savings with retailers, brands, restaurants and pharmacies. RetailMeNot makes everyday life more affordable through online and in-store coupon codes, cash back offers, discount gift cards, and the RetailMeNot Genie browser extension. Savings are also provided in consumers' mailboxes through the RetailMeNot Everyday™ direct mail package, and at the pharmacy with RxSaver by RetailMeNot.

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